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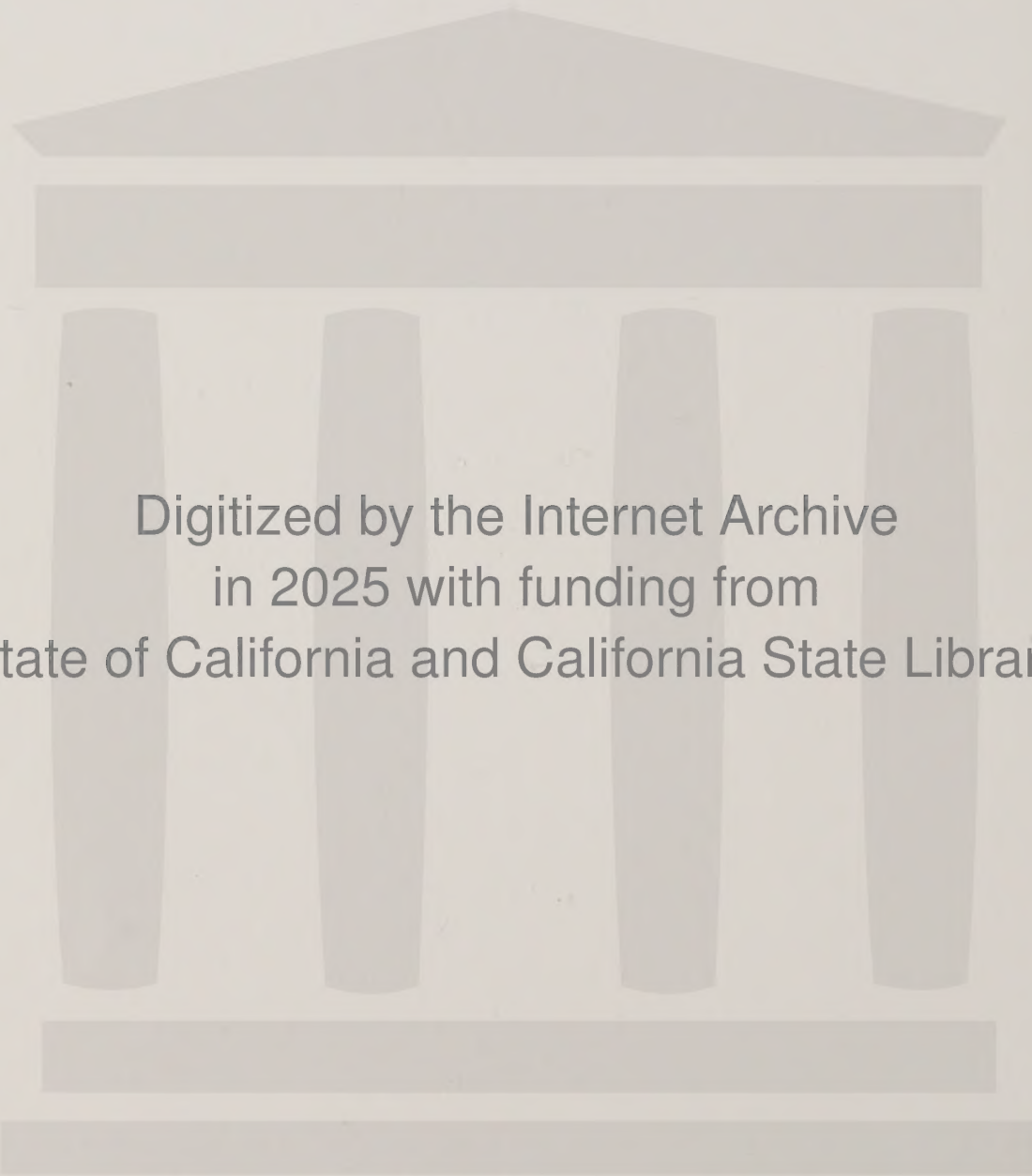
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REGIONAL GOAL & OBJECTIVES  
UPDATE 78

Volume 1 Survey Findings

A FACTS CONSOLIDATED SURVEY





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# **Regional Comprehensive plan**

## **REGIONAL GOALS & OBJECTIVES UPDATE 78**

### **Volume 1 Survey Findings**

#### **A FACTS CONSOLIDATED SURVEY**

Prepared For:

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The contents of this report reflect the views of the Comprehensive Planning Organization which is responsible for the facts and the accuracy of the data presented herein. The contents do not necessarily reflect the official views or policy of the U. S. Department of Transportation. This report does not constitute a standard, specification or regulation.



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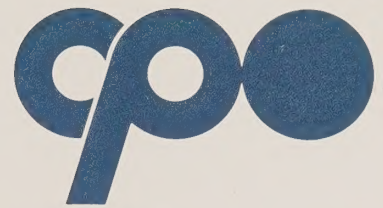
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To the citizens of the San Diego Region:

In March 1974, the Board of Directors adopted the Regional Goals and Objectives as Volume I of the Regional Comprehensive Plan.

For a period of five months, staff worked with Facts Consolidated, a professional research organization, to update the goals and particularly, to update citizens priorities among the goals. The survey field work was conducted between late January and late February of 1978.

This report presents the overall results of the survey conducted by Facts Consolidated and the new goal priorities which have resulted.

The original Regional Goals and Objectives were developed by a large CPO-appointed citizens committee. These goals, together with the addition of two new goal areas (Public Safety and Energy), are still valid statements of regional objectives.

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The most important task in this updating project was to determine, through an opinion survey, how the public's priorities among the goals had changed after four years and what kinds of trade-offs they were willing to make to see the goals achieved.

The public priorities among the goals are used to guide development of all areas of the Regional Comprehensive Plan and in the near future the findings will be of particular value in the areas of Air and Water Quality, Transportation and Energy.

The results of the survey are representative of all of the demographic characteristics and communities of the San Diego region and the data produced should be useful to local governments and for overall regional planning.

Sincerely,

PAUL GRAHAM  
Chairman, CPO Board of Directors





# Abstract

**TITLE:** Regional Goals and Objectives - Update, 1978:  
Volume I, Survey Findings

**AUTHOR:** Facts Consolidated, Inc.

**SUBJECT:** Update of the Regional Goals, their priorities  
and public opinions through a regionwide  
citizen survey.

**LOCAL PLANNING AGENCY:** Comprehensive Planning Organization  
of the San Diego Region

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**ABSTRACT:** The update of the Regional Goals and Objectives is contained in two volumes:

Volume I describes the public opinion survey process including sampling and conduct of the survey. It further discusses the results of the survey, the new goal priorities and an analysis of the findings. Copies of the survey instrument and other materials are included in the Appendices.

Volume II contains the 753 tables and cross tabulations generated by the survey along with descriptive material for use of the data.

# Acknowledgements

The update of the Regional Goals and Objectives was accomplished primarily through the efforts of Facts Consolidated, Inc. a professional research organization working with the CPO staff.

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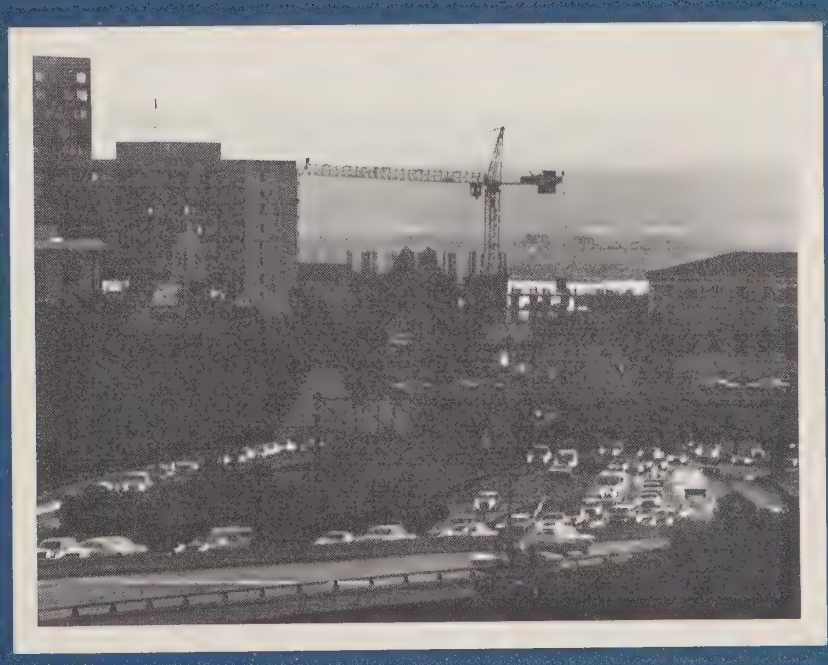
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# I. INTRODUCTION







# I. Introduction

In May of 1971, the Comprehensive Planning Organization Board of Directors initiated the Regional Goals Program for the “purpose of developing basic social, economic, land use, transportation, aesthetic, conservation and related goals and objectives.” The major product of this program, the Regional Goals and Objectives, was the first element of the Regional Comprehensive Plan and has served as a guide for developing the Plan’s other elements.

It was and is CPO’s belief that the goals for planning should originate with the people. It was for this reason that CPO asked each of its member agencies to appoint citizens from their respective communities to serve on the Regional Goals Committee. This group was divided into nine topic subcommittees, each focusing on one “area of concern”. The subcommittees were asked to become familiar with their topic areas, to look at the issues from a regional perspective and to propose long-range goals and objectives.

Working with staff, the Goals Committee developed forty-five goals to guide regional development in nine broad areas: human resources, education, growth and the economy, physical form, transportation, housing, open space and parks, the environment, and governmental structure. The final report was reviewed and adopted at a meeting of the Goals Committee on November 1, 1972, and recommended to the CPO Board for adoption.

The CPO Board preliminarily adopted the Goals and Objectives in December 1972, and at the same time requested that more public input be given to the Goals, particularly on the critical question of population growth.

After an additional year of public review involving a wide range of civic and special purpose groups, as well as the chairpersons of the Regional Goals Committee, the CPO Board of Directors adopted the Regional Goals and Objectives in January 1974 as an element of the Regional Comprehensive Plan. A synopsis of the goals is provided in Appendix A.

Prior to the adoption, priorities among the goals had been proposed by some 34 citizens and governmental groups that were then active in the community participation programs.

The 34 groups rated each goal on a zero to 10 scale and the results are summarized in the November, 1973 report, “Priorities Among Regional Goals and Objectives and the Plan Evaluation and Selection Process: A Progress Report on the Community Participation Program”.

It has since become necessary to update the goals, and Facts Consolidated was selected in November of 1977 as the professional research firm to assist in the development and conduct of a survey project to measure public opinions about the regional goals and to assess opinion concerning the priorities among these goals.



Using basically the same goal areas that were developed in 1973, the current study is designed to indicate regional goal priorities in 1978. This study has two additional functions: (1) to determine the priorities among the goals on the basis of the opinions and attitudes of the residents of the San Diego region, rather than on the basis of the opinions and attitudes of government and citizens groups; and (2) to determine the extent to which the San Diego region's residents feel each goal should be pursued and what if any personal trade-offs or sacrifices in terms of monetary and lifestyle considerations they would be willing to make to assist in the implementation of each goal.

Chapter II of this report provides a literal recitation of the major findings of the survey for each of the goal areas. Chapter III expands on the more significant findings to give Facts Consolidated's analysis of what the survey results probably mean in terms of why the responses were received and what trade-offs the public is willing to make.

## **METHODOLOGY**

The basic survey research methodology used for this study had to be adapted to the following conditions:

1. To examine each goal area in depth required a lengthy questionnaire. The pretested administration time ranged from 45 minutes to two hours.
2. Many of the topics to be covered in the survey, especially those covering trade-offs, required substantial thought and consideration.
3. Because of the nature of the topics discussed in the questionnaire, input from the entire family was desirable.

These considerations led to an approach utilizing a self-administered questionnaire. The interviewer presented each respondent with a questionnaire packet which included a questionnaire, a set of cards defining each goal area, a letter of explanation, a brochure which described the CPO and a stamped envelope addressed to Facts Consolidated. After explaining the project completely and securing assurances that the respondent would complete the questionnaire in the next week, the interviewer recorded the respondent's telephone number, address, and census tract. When possible telephone reminders were made to each home. This technique allowed the respondents as much time as they needed to complete the questionnaire. It lessened the refusal rate (arriving at inopportune times for instance) and it broadened participation to family members in this important project.

Certain alterations in this approach were necessary in the case of non-English speaking persons and in the case of others who found reading the questionnaire difficult. In these cases, an interviewer (a bilingual interviewer in the case of Spanish-speaking persons) personally administered the questionnaire to the respondent.

## **QUESTIONNAIRE**

Because the questionnaire is a self-administered type, an overriding consideration in the development of the questionnaire was that it flow well enough to maintain respondent interest and that it be simple enough to easily comprehend without substantially limiting the depth of the inquiry into the respondent's attitudes and opinions.

With these constraints, several techniques were used. A cover letter from the Executive Director of the CPO, Richard J. Huff, and a short letter from Facts Consolidated President Dorothy D. Corey both stressed to the respondent the importance of the project and interesting nature of the questionnaire. To maintain the simplicity of the questionnaire, very few contingency questions with skip patterns were included, and fixed-response questions were used in every case where practical and logical. Also, the cards (nine) with one goal and a short definition printed on each card were included with the questionnaire. With these cards, the respondents were given an opportunity to shuffle through the cards and compare the goals. This technique serves two purposes: the physical handling of the cards helps maintain respondent interest in the questionnaire and because the cards are included with each questionnaire in random order, a built-in goal priority bias was eliminated.

Instead of using all 45 of the individual goals developed in the 1973 study, the nine goal areas that were used in the 1973 study were used as the basis for the development of the nine goals used in this study. "Growth and the Economy", "Transportation", "Housing", "The Environment", and "Governmental Structure" remained theoretically similar to 1973, although the definitions of the goals were simplified for this study. "Open Space and Parks" and "Physical Form" were combined into "Physical Appearance of the Region", and "Human Resources" and "Education" were combined into the goal "Personal Success and Happiness". The goal of "Public Safety" was separated from the 1973 "Human Resources" heading and was made an individual goal. One new goal, "Energy", was added. In 1973, energy was not an issue of the magnitude and importance to the public that it is today; and the completion of the Regional Energy Policy Study provided the goal statements in this area.

The questionnaire was designed in five sections. In Section One, several questions were asked regarding attitude toward living and working in the San Diego region, and attitude toward one's own community. Also explored was attitude toward future growth.

In Section Two, the respondent was asked to read through the nine goal areas and rank them one to nine from the most important goal to the least important goal. The nine cards included with the questionnaire packet facilitated the ranking. Respondents were asked not to be concerned with how the goals could be reached, what the costs would be, or with any other trade-offs they might have to make to see the goal realized.

In Section Three, the respondent was asked to examine each goal as to its importance to the region, its importance to the respondent personally, whether or not it could likely be reached whether government should be involved in its implementation, and if so, what level of government (s) should be involved. In addition, the respondents' attitudes toward the current status of the goal were examined with several questions asked about how much the respondents would be willing to pay and what they would be willing to do to see progress made toward reaching each goal.

In Section Four, respondents were asked to rank the nine goals again. This time they were asked to take into consideration the costs involved in the implementation of the goals, and all other trade-offs.

Section Five is the demographic section of the questionnaire. The questions and categories are designed to correlate with and provide updates to some areas of the 1970 and 1975 census data.



## **SAMPLE**

To achieve the desired reliability of response ( $\pm 3.2\%$  at the .05 significance level), a sample size of 950 to 1000 was selected. Assuming the parameters of randomness in selecting the sample and in the interviewing process, this means that the chances are 95 out of 100 that if every household in the region had been interviewed, the results on any question would not differ more than 3.2% from the results of the interviews with 950 to 1000 households. This sample size also assures that even in questions where the responses are broken down into several categories, there are sufficient numbers of respondents in each category for further analysis by demographic or other data.

To assure this sample size in this study, 1,763 questionnaires were distributed to receive a return of 1,024 questionnaires (58.1%) of which 963 (54.6%) were complete and used in the tabulation.

Basically, a proportionate sample of households was drawn in each of the 6 major statistical areas in the San Diego region. (See map on page 6.) The computation of sample size in each area was based on the ratio of the number of households in the area to the number of households in the region. Questionnaires were received from over 90% of the census tracts in San Diego County. The listing of responses to Question 1, Section 1 ("In which community do you live?") in Volume Two indicates the breadth of the areas sampled. A comparison of the sample characteristics with 1975 census data show the sample to be representative of the region.

A slightly disproportionate sample was drawn in the East County area to assure an adequate sample size there for cross-tabulation. No quotas on Latinos or Blacks were set, although the areas with the greatest concentration of these ethnic groups were slightly over-sampled to control for an anticipated response rate lower than average. Also, as noted above, bilingual interviewers orally administered the questionnaire to non-English speaking persons. However, the response rate in these communities still resulted in a percentage of Blacks in the sample (1.9%) and Latinos (5.3%) which is lower than the actual percentage (based on 1975 census figures) of these groups in the population. Both the Black and Latino samples were weighted in the statistical tables to their relative numbers in the population (4% and 8%, respectively). This weighting procedure increased the apparent size of the sample from 963 to 1,018.

## **TABULATION**

As each completed questionnaire was received, it was edited for completeness and for logical response. Codes for responses to open-ended questions were developed from a sample of 250 questionnaires, after which a number of codes were added. Each editor and coder's work was cross-checked to assure inter-coder reliability.

After keypunching the questionnaires, a cleaning program was run to check for illegal codes or illogical skip patterns. After every inconsistency was checked, these cleaned data were then used as a basis for the 753 statistical tables which make up Volume Two of this report. All responses have been analyzed by:

Type of Household	Income
Male Head Only	Less than \$7,000
Female Head Only	\$7,000 - \$9,999
Both	\$10,000 - \$14,999
	\$15,000 - \$19,999
Children in Household Under 18	\$20,000 - \$29,999
	\$30,000 and over
Yes	
No	Length of Residence
Home Ownership	Less than 1 year
	1 to 5 years
Own	Over 5 years
Rent	
Age of Respondent	Area of Residence
30-39	Total Incorporated
40-49	Total Unincorporated
50-59	
60-64	North City Incorporated
65 or over	North City Unincorporated
	South Suburban Incorporated
Race of Respondent	South Suburban Unincorporated
White	
Black	East Suburban Incorporated
Latino/Chicano	East Suburban Unincorporated
Asian	
	North County Incorporated
	North County Unincorporated
Education of Respondent	
Less than High School Graduate	East County
High School Graduate	Central
Some College	San Diego City
College Graduate or More	

## FIELD WORK

Thirty-two interviewers were used to place the 1,763 questionnaires. All interviewers received instructions about the nature of the project and to the specifics of the questionnaire so that they would be able to answer respondent's questions. The home telephone number of the interviewer placing the questionnaire and the San Diego interviewer supervisor's telephone number were recorded on the questionnaire in case the respondent had problems or questions. The respondent also had the Facts Consolidated and CPO telephone numbers.

The first questionnaires were placed on January 22, 1978. With the exception of the placement of some questionnaires in areas with limited road access (due to the worst rainstorms of this century) and some personal interviewing of Spanish-speaking respondents, nearly all of the 1,763 questionnaires were placed by February 22, 1978. All field work was completed before widespread public debate of the Jarvis-Gann property tax initiative and before the introduction of State Senator James Mills' bill SB 1746 or Assemblyman Larry Kapiloff's bill AB 3698 concerning the role of CPO in the San Diego region.



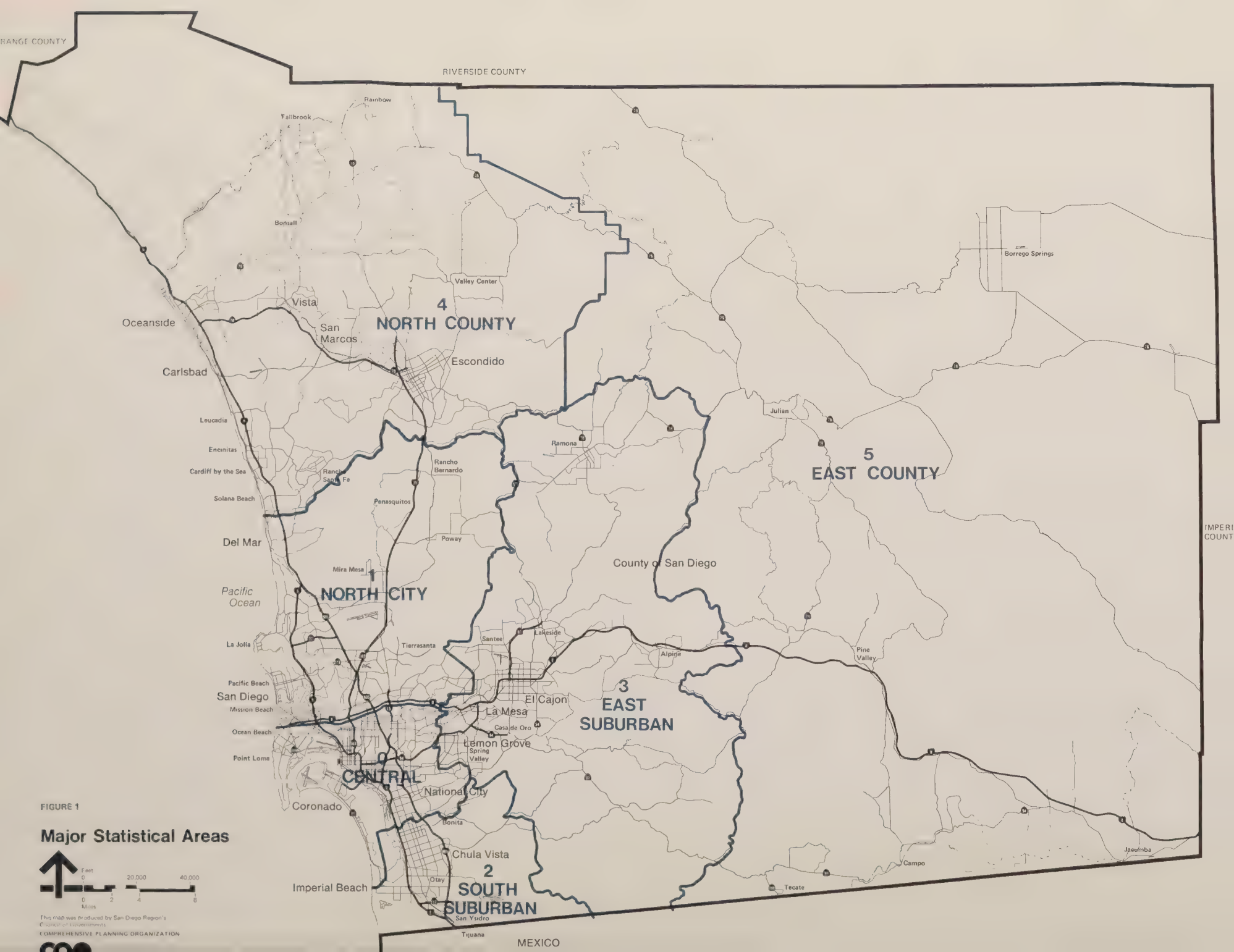


FIGURE 1

## Major Statistical Areas



This map was produced by San Diego Region's  
Council of Governments  
COMPREHENSIVE PLANNING ORGANIZATION



## **II. SUMMARY & HIGHLIGHTS**





## II. Summary and Highlights

The Summary and Highlights section discusses the people's overall responses to questions about their impressions of the San Diego region as a place to live and work and about its future. Also discussed are the goal priorities developed through the survey and the major findings in each of the nine goal areas. References to "tables" in the text refer to the tabulations developed to prepare this report and published in Volume II.

### A. MAJOR CONCLUSIONS OF THE SURVEY

- • • People like living in the San Diego region.
- • • They tend to feel overtaxed.
- • • They prefer no future population growth.
- • • All goals are important; public safety is first.
- • • Government involvement is expected in achieving goals.
- • • Cities and other local governments should work together to solve problems.

#### 1. Residents of the San Diego Region Express a High Degree of General Satisfaction with the Community in Which They Live.

Respondents were asked to identify their community in their own words and to rate it as a place:

in which to live  
to raise a family  
to work

Following is the rating scale used:

Just About The Very Best Place  
Better Than Most Places  
About the Same As Most Places  
Not As Good As Most Places  
Just About the Very Worst Place

Among all groups analyzed a majority feel that their communities and the San Diego region are just about the very best or better than most places to live, raise a family and work.

Generally, while there is not evidence of real dissatisfaction, positive attitudes tend to be more pronounced among those with more education, more income and among the retired (Tables 2-39).

Most of the 76% who rate their community as "just about the very best", or "better than most places" as a place to live, do so because of the physical environment (60%). They mention the good climate (28%), the fact that it is uncrowded, quiet, or rural (27%), that there is the convenience of a city when needed (18%) and the clean air (8%). (Tables 7-9).



The 64% who rate their community as “just about the very best”, or “better than most places” as a place to raise a family feel this way because of the cultural environment (45%) (things like good schools, 43%; churches, 5%; cultural activities, 4%); the physical environment (33%) (things like uncrowded, quiet, rural, 19%; good climate, 10%); the social environment (28%) (things like low crime rate, 10%; pride in community, 8%; friendly neighbors (7%); and the recreational environment (25%) things like recreational facilities or activities (Tables 19-21).

The 58% who rate the working conditions in the San Diego region as “just about the very best”, or “better than most places” feel this way because of the climate (42%) and the variety of jobs available (24%). (Tables 28-33).

## **2. There is a Tendency to Feel Overtaxed and to Feel That Tax Monies are Spent Inefficiently.**

Forty-one percent feel that compared with other regions, residents of San Diego pay more local and county taxes. There is more of a tendency to feel overtaxed among those living in the South Suburban unincorporated areas, and among those earning over \$30,000 a year \* (Tables 40-42).

Over half (51%) feel that, generally, the taxes they pay are unfair. (Tables 43-45)

Nearly 57% feel that their local and county governments spend tax dollars inefficiently, while 39% feel they are spent efficiently. The feeling that tax dollars are spent inefficiently is higher among those earning from \$7,000 to \$9,999 a year, and among those living in East County (Tables 46-48).

## **3. Most People Would Prefer the Population of the San Diego Region to Remain the Same or Decrease**

The actual likelihood of this happening was not a part of the question but when asked how they feel about population growth for the San Diego region, 39% say they'd like it to stay the same, 19% would like it to decrease slightly, 11% would like it to decrease a great deal, 28% would like it to increase slightly, and 3% would like it to increase a great deal (Tables 50-52).

## **B. RANKING THE GOAL PRIORITIES**

### **1. Compared With all the Other Goals, Public Safety is Ranked as the Number One Goal for the San Diego Region.**

Respondents were asked to rank the 9 goals twice--from the most important goal to the least important goal. They were asked, at the beginning, not to be concerned with how the goals can be reached or with the costs involved in reaching them. At the end of the questionnaire, after each goal had been examined in depth, respondents were asked to rank the goals again. This time they were asked to consider costs, trade-offs and all other things involved in reaching each goal. Figure 1 recaps and illustrates the response:

---

\*This response was received from the public even though the field work preceded major publicity concerning the Jarvis-Gann initiative.

Figure 2  
Goal Area Rankings\*

Goal	Rank Assigned Before In-Depth Examination	Rank Assigned After In-Depth Examination
Public Safety	1	1
The Environment	2	4
Opportunity for Personal Success and Happiness	3	7
Growth and Economy	4	3
Energy	5	2
Housing	6	6
Governmental Structure	7	5
Transportation	8	8
Physical Appearance of the Region	9	9

(Tables 56-87)  
(Tables 748-753)

Figure 2 reflects the changes in priorities among the nine major goal areas between 1978 and the last goal update in 1974:

Figure 3  
Goal Area Rankings 1978 vs. 1974

	1978 Rank*	1974 Rank
Public Safety	1	**
Energy	2	**
-2 0 Growth & Economy	3	3
Environment	4	2
+2 +3 Government Structure	5	5
Housing	6	7
-1 -5 Opportunity for personal success and happiness	7	6
Transportation	8	1
-3 Physical appearance of the region	9	4

\*See \* Figure 4.

\*\*Not separate goals in 1974.



## 2. People Think That the Goals are Realistic and Attainable

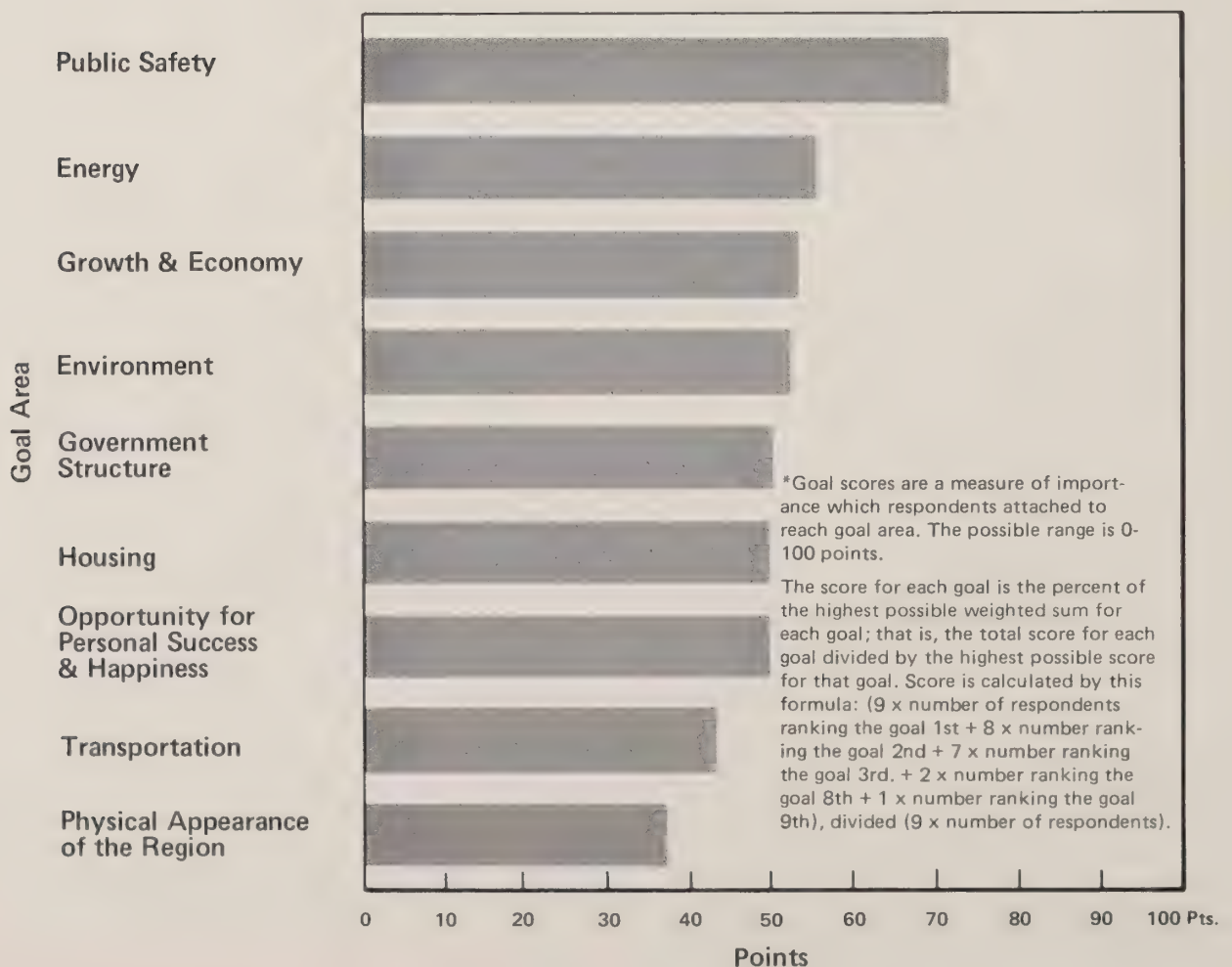
For each goal area respondents were asked if they thought the goal was realistic, how much of it could be reached, or if in fact the goal had already been reached. An average of 61% of respondents replied that all or almost all of the goals could be reached when the responses are averaged for the nine areas. The highest percentage of respondents (70%) felt that the public safety goal was realistic and attainable. Housing at 49% was the lowest and the only goal to be considered attainable by less than half of the households polled.

## 3. All the Goals are Important Separately but People are Willing to Make Trade-Offs.

Respondents were asked for each goal how important they feel it is to the region and to themselves personally. It is important to note that even though Public Safety with a score of 71.8, topped the priority rankings and Physical Appearance was last (38.8). The majority of respondents considered all of the goals to be important. The score difference between Public Safety and Physical Appearance was 33.0 points and between the second and last place goals only 16.0 points.

Figure 4 shows the final goal area rankings:

**FIGURE 4**  
**GOAL AREA RANKINGS**  
**BASED ON FINAL RESPONDENT SCORES\*: 1978**



## **C. THE GOAL AREAS IN ORDER OF THEIR PRIORITY**

### **PUBLIC SAFETY**

- . . . Called a problem in almost all communities.
- . . . People will accept increase in taxes; personal involvement
- . . . People prefer prevention and prosecution to rehabilitation

#### **1. The Goal of Public Safety is Considered to be Important by Nearly Everyone.**

Almost all (99%) feel that this goal is important for the San Diego region, and 98% feel that it is important to them and their families (Tables 121-126).

Over 84% feel that if this goal is reached, the effect it would have on them and the way they live would be to make things better. This feeling tends to be even stronger among Blacks (Tables 127-129). Among the reasons mentioned for feeling that things would be better if this goal were reached is that it would give security and peace of mind (40%). (Tables 130-132).

Among those who chose Public Safety as the number one goal, the reasons for choosing it include "safety is basic and necessary to living and life" (59%); "people should not have to live in fear" (21%); and "crimes are on the increase" (13%). (Tables 88-90).

#### **2. A Majority Feel That This Goal Can be Reached to Some Degree.**

Twenty-nine percent feel that this goal of Public Safety can be reached; 36% feel that almost all of it can be reached; and 24% feel that part of it can be reached. A little over 4% feel that it cannot be reached; and 5% feel that as far as practical this goal has already been reached (Tables 139-141).

#### **3. There is a Strong Tendency to Feel That Government Should be Involved in Reaching This Goal.**

Almost 95% feel that government should be involved in reaching this goal. Almost two-thirds (61%) feel that a combination of city and local governments should be involved; 30% feel that their specific city or local government should be involved; 28% feel the state government should be involved; 26% feel the county government should be involved; 23% feel the federal government should be involved; and 2% feel there should be no government involvement (Tables 151-153).

#### **4. There is Willingness to See Taxes Increased in Order to Reach This Goal, and Also to be Personally Involved in Reaching it.**

Twenty-five percent say they would be willing to see taxes increased; and 35% say they would be willing to see a small increase; while 26% say they would not be willing to see any increase in taxes (Tables 154-156).

All but 8% indicate that they would be willing to inconvenience themselves in some way to reach this goal. (Tables 160-162) About 75% feel that suffering certain inconveniences and giving up certain freedoms would be effective in reaching this goal, but 23% feel that restrictions of this nature would not be at all effective as a solution to the problem of Public Safety (Tables 157-159).



**5. There is a Strong Tendency to Feel that Crime and Public Safety is a Problem in an Individual's Community.**

When asked, "Is crime and public safety a problem in your community?", 24% say it is a major problem; and 61% feel it is somewhat of a problem. Only 13% say it is not a problem. There is more of a tendency to feel that it is a major problem among Blacks and among those living in the incorporated North County area. (Tables 163-165).

**6. There is More Willingness to See Money Spent on Crime Prevention, Punishment and Prosecution Than on Rehabilitation.**

When asked how time and tax money should be spent, only 4% say it should be spent on programs designed to rehabilitate some offenders, while 41% say it should be spent on crime prevention, and 41% say it should be spent on solving crimes and prosecuting and punishing criminals. Seventeen percent say it should be spent on all equally (Tables 166-168).

**ENERGY**

- • •Energy conservation important.
- • •Alternate sources preferred to conservation.
- • •Nuclear plants favored.
- • •Offshore drilling favored.

**1. Energy is Recognized as Being Very Important Both to the Region and to the Individual.**

Seventy-eight percent say that achieving the Energy goal is very important to the San Diego region (Tables 577-579); and 66% say that it is very important to them and their families (Tables 580-582). A significant majority (72%) feel that if this goal were reached it would have a positive effect on them and their families (Tables 583-585); however, it was chosen as the number one goal by only 7% (Tables 55-57). Among those ranking energy as the number one goal, the reasons mentioned most often for this choice are that energy is basic to everything else (56%); and that the energy problem is national and must be solved (37%). (Tables 109-111).

Here again there is almost universal agreement (87%) that government should be involved in reaching this goal; and 41% feel that a combination of city and other local governments should be involved; 50% feel the federal government should be involved; 40% feel the state government should be involved; 25% feel the county government should be involved; 22% feel their own city or other local government should be involved (Tables 607-609).

**2. More Respondents Prefer Additional Nuclear Power Plants Than Prefer Conventional Ones.**

When asked whether they would prefer that future power needs be met by building more nuclear power plants, or by building more conventional power plants, 30% say more nuclear power plants and 16% say more conventional power plants; however, 23% say both should be built. Twenty percent say that neither should be built and that other energy sources should be developed (Tables 610-612).

Almost 60% (59%) are willing to see nuclear power plants located in Southern California (Tables 613-615).

There is a more willingness to see nuclear power plants in Southern California among upper income people (Tables 613); among renters, among the elderly, among Blacks (Table 614), among residents of the unincorporated areas of North City and South Suburban, and in North County (Table 615).

There is less willingness to see nuclear power plants in Southern California among new residents (Table 613), among Latinos (Table 614), and among residents of East County (Table 615).

### **3. A Significant Majority Feel That it is Very Important to Conserve Gasoline to Save Energy.**

Sixty-three percent say that it is very important to conserve gasoline in order to save energy (Tables 616-618) and while few seem willing to give up automobiles, many say they would be willing to conserve gasoline by driving fewer miles, and by driving automobiles that are more gas efficient (Tables 620-622)

### **4. Most People Feel That Insulating a House Will Pay for Itself in Energy Saved.**

Nearly 70% feel that the energy saved will pay for insulating a house (Tables 622-624).

### **5. There is a Slight Tendency to Favor Offshore Drilling for Oil.**

Offshore drilling for oil is favored by 48% and opposed by 43% (Tables 625-627).

There is more of a tendency to favor offshore drilling among those with little education, among the retired (Table 625), among older persons, among Blacks (Table 626), and among residents of East County and the unincorporated areas of North City (Table 627).

There is more of a tendency to oppose offshore drilling among new residents (Table 625); among renters, and among Latinos (Table 626).

## **GROWTH AND ECONOMY**

- . . .New industries encouraged.
- . . .Population growth not needed.
- . . .New industry means population growth.
- . . .Military helps the economy
- . . .Undocumented aliens hurt.

### **1. This Goal is Considered to be More Important to the San Diego Region as a Whole Than to Individuals and Their Families.**

While 95% consider the goal of growth and economy to be of some importance to the San Diego region, 89% consider it to be important to themselves and their families (Tables 169-174).



Almost 2/3 (63%) feel that the effect of reaching this goal on the way they live will be to make things better; while 32% feel it will have no effect at all (Tables 175-177). Those who feel that reaching this goal will make things better feel this way because jobs and an improved economy mean people can do more (24%), because people are more satisfied with better jobs (15%) and because it will mean more job opportunities (13%). (Tables 178-180)

Among those choosing growth and economy as the number one goal, the reasons are that other goals depend on a growing economy (62%) and that a sound economy and controlled growth are necessary (28%). (Tables 91-93).

## **2. Most Respondents Consider Growth and Economy to be a Realistic Goal.**

The goal of growth and economy is considered reachable by 83%. Twenty-four percent feel it can be reached; 30% feel almost all of it can be reached; and 29% feel part of it can be reached; while 6% feel it cannot be reached; and 8% feel it has already been reached (Tables 187-189).

## **3. Most People Feel That Government Should be Involved in Reaching the Goal of Growth and Economy.**

Seventy-nine percent feel that there should be government involvement in reaching this goal; while 17% feel there should be no government involvement. More would like to see a combination of city and other local government involved (45%) than would like to see their own city or local government (23%) were almost tied in the number of times mentioned. More than one answer was accepted. (Tables 199-201).

## **4. There is Willingness to Have New Industries Locate in the San Diego Region.**

Eighty-five percent indicate that they would like to see new industries locate in San Diego and over half (53%) feel that attracting new industry to San Diego is the thing which will most help the region's well-being. (Tables 202-207)

## **5. It is Felt That Population Growth is Not Necessary for a Healthy Economy.**

While over 70% (72%) say that population growth is not necessary for a healthy economy (Tables 208-210), 79% feel that economic growth will mean population growth (Tables 208-213).

## **6. A Significant Majority Feel That the Presence of Undocumented Aliens Hurts the Economy.**

Almost 75% say that the presence of undocumented aliens hurts the economy. More among those with little education and more among the retired, the elderly and the Blacks feel this way. While fewer among the Latinos feel that undocumented aliens hurt the economy, over half (52%) feel that they do. More among those living in the incorporated South Suburban and East Suburban areas feel that undocumented aliens hurt the economy. (Tables 214-216)

## **7. Repondents Feel That the Military and the Colleges and Universities Help the Economy.**

Almost 85% feel that the presence of the military helps the economy (Tables 217-219) and 81% feel that the presence of colleges and universities helps the economy (Tables 226-228).

The large senior citizen and retired population is viewed as neither a help nor a hindrance to the economy (Tables 223-225). The same attitudes apply to proximity to Los Angeles (Tables 229-231) and proximity to Mexico (Tables 232-234).

## ENVIRONMENT

- . . .Concern over drought.
- . . .Reclamation a good idea.
- . . .Air quality thought to be good.
- . . .Auto biggest polluter.
- . . .Traffic biggest noise polluter.

Over 75% say that the goal of the Environment is very important for the San Diego region (Tables 403-405); and 68% say that it is very important for them and their families (Tables 406-408).

Over three-fourths (76%) say that if this goal were reached, the effect on them and the way they live would be to make things better (Tables 409-411).

Among the 13% who ranked the environment as the number one goal (Tables 55-57), the reasons mentioned are: a clean environment is necessary for people's health (31%); a clean environment is basic to other goals (30%); the environment is fragile and cannot be rebuilt (25%); and its environment is San Diego's primary asset (18%). (Tables 103-105).

Most people (88%) feel that the environment goal can be reached, at least to some extent; 4% feel it cannot be reached; and 6% feel it has already been reached (Tables 421-423).

A vast majority (89%) feel that government should be involved in reaching this goal, and 49% feel that a combination of city and other local governments should be involved; 37% feel the state government should be involved. 37% feel the federal government should be involved; 28% feel the county government should be involved; and 25% feel their own city or other local government should be involved. (Tables 433-435)

### **1. There is Concern Over the Drought Situation and Willingness to Support Water Conservation Programs.**

Over 87% indicate some degree of concern over the drought situation in California (Tables 436-438), and 89% say that they use less water than they did a year ago (Tables 439-441).

The areas in which most people feel water usage should be cut down are swimming pools (61%), and fountains (53%). There is some willingness to see water cut down for ornamental landscaping and lawns (37%) and for car washes (36%). (Tables 442-444)

Fifty-eight percent would be willing to see tax increases to pay for waste-water reclamation facilities (Tables 445-447).

There is a willingness to see reclaimed wastewater used for public park irrigation (72%); free-way and highway landscaping (66%); industrial uses (65%); golf Course irrigation (55%); car washes (51%); and ornamental fountains (46%). (Tables 448-450).

Nearly two-thirds (65%) feel that conservation and efficient use of water and reclaiming wastewater are both important, but more feel that conservation is more important (25%) than feel that reclaiming wastewater is more important (9%). (Tables 451-453).

## **2. About Two-Thirds Rate the Air Quality in Their Communities as Excellent or Good.**

Nearly 65% say that the air quality in their communities is excellent or good (Tables 454-456). More among those living in the unincorporated areas of North City and North County, and among those living in East County feel this way (Table 456).

Nevertheless, about 50% feel that in the past few years air quality in their community has become worse (Tables 457-459).

## **3. The Automobile is Recognized as the Biggest Polluter.**

Seventy-two percent say that automobiles are the cause of air pollution in the San Diego region; 29% say that business and industry cause it; and 22% say that Los Angeles does (Tables 460-462).

In order to reach the goal of clean air, people indicate some willingness to reduce the number of car trips made (53%); and use public transit (41%); and perhaps join a carpool (23%). (Tables 463-465)

## **4. Traffic and Motorcycles are Considered to be the Biggest Noise Polluters.**

The biggest noise polluters are traffic (39%); motorcycles (33%); airplanes (21%); and barking dogs (21%) (Tables 466-468). However, there is more willingness to see stricter noise regulations for motorcycles (51%) than for anything else (Tables 469-471).

Most people (69%) would be unwilling to see taxes increased in order to reduce noise from freeways and roads (Tables 472-474), and 68% feel that Lindbergh Field should remain where it is, while 29% feel it should be moved to a less populated area (Tables 475-477).

Most (84%) are not bothered by the noise from Miramar or North Island Naval Air Stations (Tables 478-480).

## **GOVERNMENTAL STRUCTURE**

- • • Few critical of local government
- • • Local government can be improved.
- • • Single regional government unpopular.
- • • Local government cooperation favored.

## **1. A Majority Feel That Not Only is This Goal Very Important to the Region and to Themselves, but Reaching it Will Make Things Better.**

Seventy-two percent say that this goal is very important for the region (Tables 529-531); 61% say it is very important for themselves and their families (Tables 532-534) and 74% say that reaching it will make things better for them and the way they live (Tables 535-537). However, it was ranked only seventh in priority, with only 9% choosing it as the number one goal (Tables 55-57).

Among those choosing it as the number one goal, the reason mentioned most often for the choice is that other goals depend on effective, efficient government structure (86%). (Tables 106-108).

This is considered to be a realistic goal by 83%, while 7% feel it cannot be reached, and 7% feel it has already been reached (Tables 547-549).



Most (89%) feel that government should be involved in reaching this goal. Ironically, 7% feel that no government should be involved in reaching this goal.

Over 60% feel that a combination of city and other local governments should be involved in reaching this goal, 33% feel that their city or other local government should be involved; 32% feel county government should be involved, 28% feel state government should be involved; and 21% feel federal government should be involved (Tables 559-561).

## **2. Most People Feel That Their Local Government Does a Good or Average Job of Providing Necessary Services.**

When asked how they feel about the job their local government does of providing necessary services, 26% say good; 60% say average; and 12% say poor (Tables 562-564).

## **3. There is a Tendency to Feel That Local Government is Not Responsive to the People.**

Forty-two percent feel that local government listens to the people, while 53% feel that it does not.

## **4. Very Few Feel That Services Should be Provided by One Regional Government.**

The idea of a single regional government to provide services is embraced by only 9% of the respondents; 62% feel that local government should continue to provide services; and 27% feel that some services should be provided on both a local and regional basis (Tables 568-570).

## **5. Few People are Willing to Spend a Great Deal of Time on a Citizens Advisory Committee.**

Only 13% indicate a willingness to give a great deal of time to a citizens advisory committee; but 62% would spend some or a little time (Tables 571-573). Among Blacks, more would be willing to give time to this (Table 572).

## **6. Existing Local Governments Working Closely Together is Considered to be the Best Way to Solve the Problems of the San Diego Region.**

Sixty-eight percent say that in order to solve the problems of the San Diego region in the best way possible, they would like to see existing local governments working closely together (Tables 574-576).

# **HOUSING**

- . . . Few support government upgrading of housing.
- . . . Favor single family dwellings.
- . . . Subsidized housing acceptable.

## **1. Although a Majority Feel That the Goal of Housing is Very Important for the San Diego Region, More Than Half Feel That Reaching This Goal Will Have No Effect on the Way They Live.**

Sixty percent say that the goal of housing is very important for the San Diego region (Tables 341-351); and 69% say it is very important or somewhat important for themselves and their families (Tables 352-354). Only 41% say that reaching this goal will make things better for them; and 55% say that reaching it will have no effect at all (Tables 355-357).

A little over 7% rated housing as the number one goal (Tables 55-57). Among those rating it as number one the reasons mentioned most often are that decent, safe, and sanitary housing is a basic necessity (64%) and that high housing costs and rents make finding a home difficult (48%). (Tables 100-102).

Most (82%) consider that reaching this goal is realistic, at least to some degree. Nearly 7% feel it cannot be reached, and 8% feel it has already been reached (Tables 367-369).

Three-quarters feel that government should be involved in reaching the goal of housing; 39% feel that a combination of city and other local governments should be involved; 24% feel that the federal government should be involved; 21% feel that their city or local government should be involved; 20% feel that state government should be involved; and 19% feel that county government should be involved (Tables 379-381).

**2. While Most Perceive That There is a Shortage of Affordable Housing, Few are Willing to Support a Tax Increase to Upgrade Existing Housing.**

Sixty-five percent feel that there is a shortage of decent, safe, affordable housing (Tables 385-387); however, 55% say they would be unwilling to see any increase in taxes to alleviate this problem (Tables 382-384); and 55% expect housing prices to continue to increase at the current or a faster rate (Tables 388-390).

**3. Even if it Would Make Affordable Housing More Available, a Majority Would Not be Willing to See Fewer Single Family Dwellings Built.**

Over 50% (52%) say that they would not be willing to see fewer single family dwellings built in lieu of more multiple unit dwellings (like apartments and condominiums), even if it would make affordable housing more available.

Among the 47% who would be willing to see fewer single family dwelling units built, 31% would not be willing to see multiple dwelling units built in their communities (Tables 394-396).

**4. Not Only Would People be Willing to See Subsidized Housing Spread Around the Region, But Many Said They Would be Willing to Have Subsidized Housing in Their Own Communities.**

There are about twice as many people who are willing to see subsidized housing spread around the region (63%), as there are those who feel it should be located only in low income areas. More among the higher income people are likely to feel that subsidized housing should be confined to low income areas (Tables 397-399). Fifty-five percent say that they would be willing to see this subsidized housing in their communities, while 39% would not (Tables 400-402).

There is less willingness among upper income people and white collar professionals to have subsidized housing in their own communities. (Table 400), and among residents of the incorporated areas of North City and South Suburban, and among residents of the unincorporated areas of North County (Table 402).

**OPPORTUNITY FOR PERSONAL SUCCESS AND HAPPINESS**

- • • Do not favor additional spending on implementation
- • • Goal already reached.
- • • Job discrimination lower.

### **1. This Goal is Considered to be Very Important for the Region as Well as for Individuals Personally.**

Seventy percent say that this goal is very important for the San Diego region (Tables 481-483) and 62% say it is very important for themselves and their families (Tables 484-486).

Fifty-nine percent say that if this goal were reached, things would be better for them and the way they live (Tables 487-489).

Among the 18% who rated this as the number one goal (Tables 55-57), the reasons mentioned most often for rating it number one are that it is the broadest goal (49%) and that the happiness of individuals is important to the community (28%). (Tables 112-114).

While 80% feel that at least to some degree this goal is realistic, 13% feel that it has already been reached (Tables 499-501).

Seventy-seven percent feel that the government should be involved in reaching this goal; 42% feel a combination of city and other local governments should be involved; 34% feel the state government should be involved, 33% feel the federal government should be involved; and 22% feel their own city or other local government should be involved; and 22% feel the county government should be involved (Tables 511-513).

### **2. There is Not a Great Deal of Willingness to Support the Implementation of This Goal.**

Over 30% (32%) are unwilling to see any tax increase to pay for a health care system for those who can't afford it; 28% are willing to see a little tax increase, while 32% would be willing to see some increase. Only 4% would agree to a substantial increase in taxes in order to pay for health care (Tables 514-516).

While 48% would like to see more education classes available at night and on weekends, and 22% would like to see more day care centers so mothers can attend school, only 4% are willing to see taxes increased to pay for these things (Tables 517-519).

Over three-fourths (77%) do not want to see voter registration procedures changed so that it will be easier for more people to vote (Tables 520-522).

There is less tendency to feel this way among Latinos and Blacks (Table 521), and among those with little education and little income (Table 520).

### **3. There is Less Job Discrimination Based on Age, Sex or Race Today Than Five Years Ago.**

Almost 60% (57%) say that compared with five years ago, there is less job discrimination based on age, sex or race today (Tables 523-525). However, 41% feel that job discrimination based on age, sex or race is a problem in the San Diego region today (Tables 526-528). Among Blacks, this feeling is stronger (Table 527).

## **TRANSPORTATION**

- • • Public transit has little support.
- • • Monies should be divided between freeways and transit.
- • • Public transit inadequate



Sixty-two percent say that the goal of Transportation is very important to the San Diego region (Tables 286-288), but only 31% say it is very important for themselves and their families. (Tables 289-291) Only 2% rated Transportation as the number one goal (Tables 55-57), but 56% say that reaching this goal will make things better for them and the way they live (Tables 292-294). There is more of a tendency to feel this way among those with lower incomes, and among those who have lived in the county less than one year (Table 292). The tendency to feel this way is also stronger among Blacks and renters (Table 293).

Among those who ranked Transportation as the number one goal, the reason mentioned by most (65%) is that public transportation is a basic need (Tables 97-99).

#### **1. A Majority Feel That to Some Extent the Goal of Transportation is Realistic.**

While only 4% feel that this goal cannot be reached, 55% feel that all, or nearly all of this goal can be reached, and 30% feel that part of it can be reached. Eight percent feel it has already been reached (Tables 304-306).

Eighty-seven percent feel that government should be involved in reaching this goal, and again more (47%) feel that a combination of city and other local governments should be involved than feel the involvement should come from individual city or local government (24%); county government (27%); state government (34%); or federal government (23%). (Tables 316-318).

#### **2. Most People Feel That Existing Public Transit is Inadequate.**

Only 23% feel that both the freeway system and public transit are adequate. Everyone else feels that either one or the other, or both are inadequate, but there are more who feel that the inadequacies are with public transit. Forty-seven percent say that freeways and highways are adequate, but public transit is not; 21% say neither is adequate, and 5% say that public transit is adequate but the freeway and highway system is not (Tables 319-321).

#### **3. There are Strong Indications That the Region's Transportation Monies Should be Spent Equally Between Public Transit and Freeways.**

Only 4% say that all monies should be spent on freeways, and only 5% say all monies should be spent completely on public transit. Everyone else feels it should be divided between the two; 27% say mostly on freeways with some on public transit; 30% say it should be divided equally, and 30% say mostly on public transit with some on freeways (Tables 322-324).

#### **4. A Majority Feel That Public Transit Should be Paid for by Some Combination of Tax Dollars and Fares From Users of Public Transit.**

When asked how public transit should be paid for, 33% say by the people who use it; 4% say by the taxpayers; and 58% say by some combination of both (Tables 325-327).

#### **5. Most People are Unwilling to Support Either the Construction of More Freeways or the Improvement of Public Transit.**

Eighty percent say they would not be willing to see taxes increased to build more freeways (Tables 328-330) and 61% say they would not be willing to see taxes increased to improve public transit. (Tables 331-333) There is more willingness among lower income people to see taxes increased to support public transit; among new residents (Table 331); among households with no male head of household; among those under 30 (Table 332); and among those living in the incorporated South Suburban area (Table 333).

**6. There is a Tendency to Feel That Other Than Automobiles, Buses Would Best Serve the Transportation Needs of the Region.**

Almost half (49%) say that other than automobiles, buses would best serve the transportation needs of the region, but 41% say “another type of public transit” (Tables 334-336).

**7. Most Indicate an Unwillingness to Use Public Transit.**

Only 36% of the respondents said they would not use a public transit system even if one were available that was more convenient than the present one (Tables 337-339). Even if gasoline were simply not available for private use, only 70% say they would then use public transit (Tables 346-348).

The main reasons given for not using a public transit system are the inconvenient location of pick-up and drop-off stations (37%); the time consuming nature of public transit (15%); and the mobility and freedom associated with automobiles (Tables 343-345).

The main reasons mentioned for using public transit instead of a car are to save money on transportation (37%); to conserve energy (32%); convenience (30%); and help clean up the air (20%). (Tables 340-342).

**PHYSICAL APPEARANCE OF THE REGION**

- • • Support open space and parks.
- • • Alternate housing types acceptable.
- • • Support San Diego Centre City redevelopment

**1. Even Though Very Few Rate the Goal of Physical Appearance of the Region as the Number One Goal, Most Feel That it is Important, and a Majority Feel That if it Were Reached it Would Have a Positive Effect on Them.**

While only 3% rate this goal as the most important (Tables 55-57), 96% say it is important for the San Diego region (Tables 236-238), and 91% say it is important for them and their families (Tables 239-241).

Sixty-one percent say that reaching this goal will have a positive effect on them and the way they live (Tables 242-244).

Among those who ranked Physical Appearance of the region as the number one goal, most (71%) feel that physical appearance is San Diego's basic asset. Nearly 11% feel that the physical appearance is changing and needs better planning (Tables 94-96).

**2. Nearly Everyone Feels That Government Should be Involved in Reaching This Goal.**

Ninety percent feel that government should be involved in reaching this goal, and over half feel that a combination of city and other local governments should be involved (Tables 265-267).

### **3. People are Willing to Accept Tax Increases in Order to Keep Open Spaces and Park Lands.**

Sixty percent would be willing to see at least some increase in taxes so that open spaces and park lands can be kept, and so that new lands can be purchased for these purposes; however, 36% would not be willing to see any tax increase (Tables 268-270).

There are also indications that people would be willing to limit their choice of housing in order to preserve open spaces; 24% say they would be very willing to have fewer single family homes built; 43% say they would be somewhat willing; but 32% say they would not be at all willing (Tables 271-273).

### **4. The San Diego Centre City Redevelopment Project is Viewed in a Favorable Light.**

Eighty-five percent indicate some degree of familiarity with the Centre City Redevelopment Project; only 14% say they never heard of it before. (Tables 274-276). Slightly more than 80% (81%) feel that it will help San Diego; 12% say it will have no effect; and 4% say it will hurt San Diego (Tables 277-279).

Very few (5%) feel that the Centre City Redevelopment Project will hurt other communities. Most feel it will either help them (44%) or have no effect on them (45%). (Tables 280-282).

When asked what their own feelings toward the Centre City Redevelopment Project are, 61% say favorable, 27% say neutral, and 11% say unfavorable (Tables 283-285). Favorable feeling tends to be higher among Blacks (Table 284).





### III. CONCLUSIONS



# III Conclusions

The opportunity to do public opinion research in depth regarding goals for the future of a region that has as much to offer as the San Diego region does not come too often. We hope that we have made the most of this opportunity and that our conclusions will furnish you with some of the background and perspective necessary for reaching the decisions which need to be made in all of the goal areas. It should be stressed that the conclusions expressed in this chapter have been developed by the staff of Facts Consolidated, Inc., and solely represent our opinion.

These conclusions are based on the data bank of statistics which we have compiled (published in Volume II) and on our interpretation of these statistics.

It has been some time since the citizens of the San Diego region have been given the opportunity to evaluate what is important to them; and particularly in light of fiscal and other trade-offs which affect their options in areas such as housing and personal mobility and convenience in order to reach an established regional goal.

Cost-benefit was stressed for every goal. Because of this and because each family was given an opportunity to review and discuss the questions and their response, we believe this to be a unique research study . . . one that is a baseline for future studies and one that will be of interest to other councils of government.

As we have described in previous sections of this report, the first section of the questionnaire dealt with the San Diego region in general. Nevertheless, the questions enabled us to get specific attitudes toward some important facets of living in the San Diego region today; and, they gave us background information for studying each goal area.

In the second section respondents were asked to rank the nine goal areas in order of priority. There are several reasons why we would like to caution the reader against making any direct comparisons between the results of this ranking and the results of the 1974 Goal Priority study.

Most importantly, the respondents in 1974 were representatives of citizens groups, government groups and other special interest groups, while the respondents in the present study are a random sample of San Diego area residents. This is further compounded by the fact that four years have elapsed between the two studies. It is difficult, if not impossible, to fully assess the effect of the two variables, a different universe and a different time element, upon the survey results.

Another thing to be considered is the effect of the present study emphasis on trade-offs. The previous study asked respondents to prioritize the goals; the present study asks them to consider the costs, inconveniences and other trade-offs required to reach the goals.



It is easy to conclude that people like living and raising a family in the San Diego region, and are generally pleased with most things about it. If one is white, has a middle to upper middle income, and if one owns a home rather than rents, one tends to be more satisfied with life in the region. Latinos and Blacks are less satisfied, largely because they have many problems related to a lack of discretionary income, and the region's many environmental, recreational and cultural benefits fall into a different perspective for them.

Working conditions in the region are generally considered to be favorable, but there is a tendency to feel that wages and salaries are somewhat lower than in other regions. Again, there is more dissatisfaction among Blacks and Latinos, and low income workers, largely due to high unemployment and frustrations caused by not having enough discretionary income.

San Diego region residents tend to feel overtaxed. A good many feel that the taxes they pay are higher than taxes paid in other regions, and since they also feel that the taxes they pay are unfair, this creates a climate of dissatisfaction with the manner in which tax monies are spent. They are critical of how local and county governments spend tax dollars, feeling that money is not only spent inefficiently, but that it is also being spent on the wrong things. This attitude is particularly strong among upper income families in the survey results.

There is a definite preference for "no growth" as far as the future population of the region is concerned. Feeling is apparently strong that the size of the population should stay right where it is, or even decline slightly, even though this is most unlikely. This feeling is particularly true among new residents of the region; a manifest of the "close the door after me" syndrome. Generally, people feel that if the population increases in the region, then fewer resources and opportunities will be available for them. Since there is general satisfaction with the status quo, the feeling is that more people would only increase the burden upon the environment, the economy, housing and so forth.

When each goal is examined as a separate entity, all are considered to be important both to the region and to the individual; however, when each goal is examined in relation to the other goals, and in relation to the trade-offs involved, Public Safety ranks first by a large margin. While the rankings for some of the other goals are fairly close, the priority ranking of number one for Public Safety is indisputable. It is clearly the area of most concern, and also the area where people are most willing to make the necessary trade-offs.

At all levels, and for all goals, San Diego region residents want and expect government involvement. The type of government that is preferred, according to our respondents, is a combination of city and other local governments. These results, in our opinion, show that the concept of the Comprehensive Planning Organization, regardless of whether the residents are even familiar with it as the CPO or not is the type of government they want.

The idea of one regional government that takes care of everything is rejected. The idea of local governments working together, the concept of each city and community working as a cog in a single machine is the type of government preferred by the citizens of the San Diego region. There is a strong sense of community. . . an identification with city . . . and also a desire to preserve the autonomous nature of the individual cities. However, there is also a recognition of the fact that the cities must function together if the regional goals are to be met, and if regional problems are to be solved.

People are generally optimistic about the chances of reaching the goals and they feel that the goals are realistic. This is good, since it makes the necessary trade-offs easier for people to accept.

## **PUBLIC SAFETY**

Area residents feel that their personal safety is a problem. There is a willingness to sacrifice both time and money in order to meet the goal of Public Safety. People feel that there are many things that they can do for themselves in order to feel more safe, and they are willing to do these to make their homes, for example, less vulnerable to burglaries and to curtail or restrict activities in order to make law enforcement more efficient. However, they would much rather eliminate the need to do these things by better crime prevention measures. They are willing to see tax increases in order to reach the goal of Public Safety, but only if this money is spent on apprehension, prosecution, punishment and prevention. They do not particularly want to see money spent on rehabilitation, because they feel that criminals should be treated like criminals. They would like to see both the courts and law enforcement agencies take a much harder line.

## **ENERGY**

The need to conserve energy is recognized. People do feel that they have to at least think about using less; however, there is a reluctance to accept absolutely the finite rather than the infinite dimension of energy. It is far preferable to solve the energy problem by finding new sources of supply rather than by changing lifestyles and making other trade-offs in mobility and convenience in order to conserve existing supplies. This is almost certainly why we found favorable attitudes toward nuclear plants, and offshore drilling for oil. Anything that offers even a chance of increasing the supply of energy will have a favorable reception by the majority since the alternative, which is using less forever, is unacceptable. People view the problem of energy not as a situation where ways of conserving supplies must be found, but as a situation where alternate energy sources must be found and developed, so that conservation is not necessary.

Area residents feel that reaching the energy goal and providing solutions to energy problems should have a great deal of involvement from the federal government. This is because they feel that problems of energy availability transcend regional and local boundaries.

## **GROWTH AND ECONOMY**

When considering the Growth and Economy goal, area residents feel that, basically, attracting new industries to the area is a good idea, and that population growth is a bad idea. They also feel that new industry will necessarily mean population growth. Because there is stronger feeling against population growth, than there is for industrial growth, if a choice is forced, people would probably prefer to discourage new industry in order to keep the population from growing. Their favorable feelings toward new industry are because they think that new industries will improve the job and employment situation in the region by bringing both new and higher pay.

Somehow, more people seem to mean more problems and less room.

The presence of the military in the San Diego region is viewed as a real asset, and obviously, this means that recent developments regarding the possibility of closing several area military installations will cause feelings of concern, apprehension and resentment toward Washington.

Undocumented aliens are thought to be a drain on the region's economy, and this attitude can cause real problems, especially if several military installations are closed. The resulting additional unemployment coupled with the already high rate in the area can cause frustrations which could find a convenient scapegoat in the undocumented alien situation.

## **ENVIRONMENT**

Even though most of this study was conducted during the peak of the heavy rainfalls which deluged the area during the winter of 1977-78, there was a great deal of concern over the drought situation. This is an indication that area residents have at least some understanding of Southern California's long range drought problems, and that they know that water conservation has to be a way of life in the region. They are willing to make the necessary trade-offs in order to support water conservation measures and water reclamation projects. They would support these measures and projects by paying increased taxes, and by using reclaimed wastewater in applications other than household use. They are also willing to cut down on the use of water, and to maintain these cutbacks indefinitely.

For the most part, area residents are satisfied with air quality in the region. Even though they feel that air quality is not as good today as it was a few years ago, there is still not much concern over it. In nearly every community residents rated the quality of their air as "good" or "excellent" even though this is not true based on air quality monitoring. They also perceive that the quality of the air has become "worse" over the last five years even though the same monitoring shows that there has been almost no statistical change in the last five years. There is certainly not enough concern to make people want to make the necessary trade-offs to clean up the air.

The automobile is recognized as the biggest air polluter, but people are not willing to give up driving in order to clean up the air. This is largely due to the fact that they are fairly well satisfied with air quality in the region. They simply do not perceive smog and air pollution to be a significant problem.

Vehicular traffic is considered to be the biggest noise polluter and people are most annoyed by motorcycles. In fact, there is little willingness to support noise abatement programs directed toward traffic, but people want stricter regulations regarding the noise levels of motorcycles.

Airplane noise is not a bother to most people, and area residents feel that the airport should remain where it is. They are willing to accept the present level of air traffic noise because of the convenience of the airport location.

## **GOVERNMENTAL STRUCTURE**

While few people are actually critical of their local government, many feel that there is room for improvement. They feel that local governments are not responsive enough to the wishes and needs of the people, yet there is not a great deal of willingness to take advantage of opportunities to make their wishes and needs known. This was indicated by the great number of write-in and marginal responses recorded by respondents. Among the Blacks, there appears to be an inclination to spend the necessary time to make elected officials aware of their needs and wants. Caucasian respondents showed a much lower interest in becoming directly involved in local government by serving on committees and appointed boards. This is unusual because all of the races seem to be equally critical of local government.

As mentioned previously, the idea of one regional or county government providing necessary services is rejected. People are willing to put up with and even gladly accept duplication of services in areas such as police and schools in order to protect the autonomous natures of their individual cities and communities. They do not, however, feel that this freedom should result in complete independence from the other cities and communities of the region. They feel very strongly that in order for the big machine, which is the San Diego region, to function properly and efficiently, each cog (which is the individual city or community) must work together.



## **HOUSING**

Even though it is thought that there is not enough decent, affordable housing in the region, people will not support a governmental program to upgrade the existing housing stock. This may be in some part due to the perception of the significant amount of private redevelopment and rehabilitation currently going on. They are inclined to feel that providing housing falls into the realm of individual responsibility. They are less willing to see government involvement in reaching this goal, than in many of the other goal areas. However, we feel that the area in which they would like to see government involvement is in the realm of zoning, building specifications and code, and other places where the user of housing can realize some degree of protection from speculators and developers.

They feel that reaching the Housing goal is important to the region, but not so important to themselves individually. This is because they recognize the value of having decent safe, affordable housing but they do not perceive it to be a problem, since for the most part, even though they may desire a bigger, better, or different dwelling than the one they have now, what they do have is decent, safe and affordable.

The concept of subsidized housing for low income persons would not only be acceptable, but would be acceptable in one's own neighborhood; however, few would support any tax increase in order to implement subsidized housing.

## **PERSONAL SUCCESS AND HAPPINESS**

Area residents feel that education, health care and the opportunity to work are important and realistic goals for both the region and the individual, but they are not willing to support the implementation of the goal of Personal Success and Happiness. In fact, about twice as many people feel this goal has been reached as feel any other goal has been reached.

There is the feeling that Personal Success and Happiness is basic to life, however, people also feel that this is a goal to be reached through individual effort. Those who have already achieved it, and those who are working diligently toward reaching it, feel that they got there through their own efforts, and they are not eager to support programs which would hand these things to people.

Job discrimination based on age, sex or race is not as prevalent today as it was five years ago; however, some people still consider it to be a problem in the region. Blacks and women have stronger feelings about the prevalence of job discrimination.

It should be mentioned that there are indications of a "reverse discrimination" problem. Even though no questions were asked regarding the existence of a "reverse discrimination" problem, quite a few respondents felt strongly enough about it to write it in as a free response.

## **TRANSPORTATION**

While it is felt that public transit is inadequate in the region, and while the need for public transit is acknowledged, increased public transit as we know it today has little support. People are simply not ready to exchange the convenience and mobility associated with an automobile for anything which is currently considered to be technically feasible.

People recognize the need for transportation; that is the need to get to and from work, and from one place to another. They feel that satisfying this need is very important, but since nearly everyone manages to get from place to place, transportation is not considered to be an important goal to strive toward achieving. They feel that public transit does not adequately provide convenient mobility, but so what? They're managing to solve their individual transportation problems satisfactorily. Therefore, in a trade-off situation transportation is given a low priority.

Area residents do not feel that traffic congestion or crowded freeways are a problem, and that is why they are unwilling to support the building of more freeways. Since they also prefer a no growth policy, they don't anticipate that additional freeways need to be built, and they might even tend to think that not building freeways would be one curb against population growth.

### **PHYSICAL APPEARANCE**

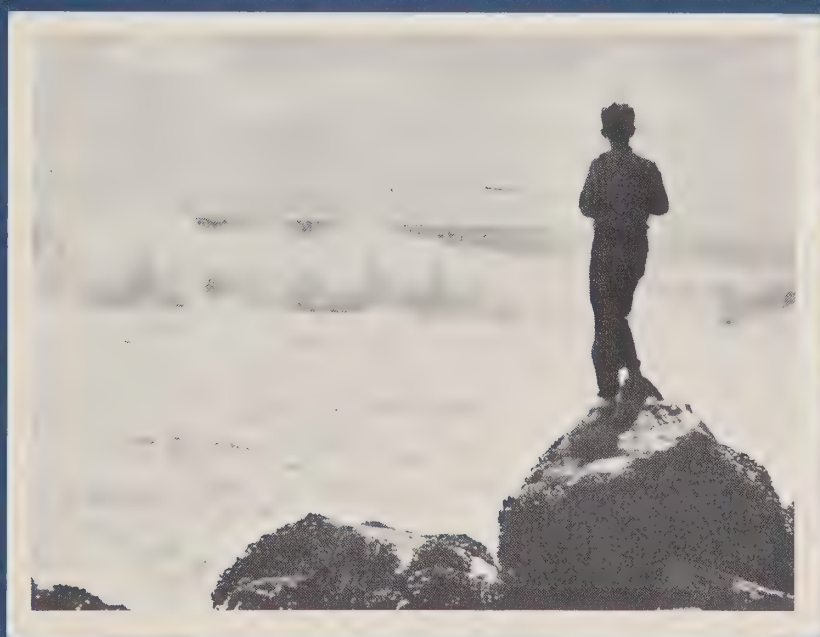
While the goal "Physical Appearance of the Region" received the lowest priority ranking, people are willing to make many of the trade-offs necessary in order to keep open spaces and park lands. They are willing to accept construction of alternate housing types (like condominiums and other kinds of multiple housing) in order to preserve open spaces and park lands, while they are not willing to make this trade-off in order to reach the Housing goal. There is also some willingness to have taxes increased in order to purchase new park lands.

The San Diego Centre City Redevelopment plan is considered to be a good thing for the region. People like the idea of restoring the historic area south of Broadway, and cleaning up downtown San Diego. They feel the plan will not hurt other communities, and might even help them. Redevelopment plans are favorable. Based on the response, there appears to be a great deal of awareness regarding the Centre City Redevelopment Plan.

It is interesting to note that each goal is considered by some as so basic that without it nothing else would matter. This makes it important to remember that while San Diego area residents ranked the goals this does not mean that they are willing to give up one goal for another. What it does mean is that they are willing to make trade-offs in order to achieve certain goals, within the goal itself. The residents of the region believe that some attainment of all the goals is possible, and this is, in our opinion, what they'd like to see.

The topics discussed in this survey are not only very interesting but are very important to San Diego region residents. A normal mail-back questionnaire response rate would be around 20% to 25%; the response rate for this lengthy, complex and sophisticated questionnaire was very high (55%). People took a great deal of time to think about their answers, and many respondents said that they used the questionnaire to get together with their families to discuss these important issues. As we processed the completed responses, we saw that in questionnaire after questionnaire there were profuse and insightful comments that were written in the margins. Many respondents thanked us for giving them the chance to air their views on the regional goals.

We confidently feel that this study will have far-reaching value for the entire region. The data in this study can be useful by decision-makers in many different fields for several years. The study can be used as a baseline survey from which to compare changes in the public's attitudes and goal priorities as they are measured in future research studies. And perhaps most important of all, this study gave the residents of the region themselves an opportunity to voice their opinions which contributes greatly to their importance in the government and planning processes of the San Diego region.



## APPENDICES



## APPENDICES

The appendices include four sections, all of which relate to the survey instrument and field work.

- A. Synopsis of the regional goals and objectives adopted as Volume I of the Regional Comprehensive Plan in January, 1974.
- B. Letter of introduction included in the survey packet from Richard J. Huff, Executive Direction of CPO.
- C. The nine cards with summary descriptions of the goals included in each packet.
- D. The survey questionnaire with introductory letter from Dorothy D. Corey, President of Facts Consolidated.

\*The questionnaire included in the appendix has the marginal percentage answers added along with significant write-in comments.

## **APPENDIX A**

### **HUMAN NEEDS**

#### **Human Resources**

Appendix A contains a synopsis of the 49 goals developed by the Regional Goals Committee and adopted by the CPO Board of Directors in January, 1974. For further detail information and a complete listing of the attendant objectives and policies please see: Comprehensive Plan for the San Diego Region, Volume I, Goals; Comprehensive Planning Organization, March, 1974.

1. Overall goal: create equality of opportunity for participation and individual choice in every facet of life - social, political, and economic.
2. Create equal opportunities for optimum personal and social development.
3. Assure adequate income and economic opportunity to acquire basic material needs - food, clothing, shelter.
4. Provide for an optimum level of health in an environment that contributes to the quality of life.
5. Provide maximum public safety of persons and property by emphasizing prevention.
6. Assure coordinated and efficient administration of all programs and operations of facilities related to the social well-being of the region.

#### **Education**

1. Create optimal educational opportunity for all age groups, preschool through adult.

#### **Growth and the Economy**

1. Provide for the economic well-being of every individual and family in the region.
2. Provide for a rate of increase, mix, level and distribution of population within the region which will maintain the region's natural resources and quality of life.
3. Encourage an economic climate which provides for growth in capital and income adequate to the needs of the region compatible with the maintenance of a high quality of life.

### **THE FORM OF THE REGION**

#### **Physical Form**

1. Integrate urban growth with the natural environment, rather than superimposing development upon it.
2. Preserve and enhance the pattern of distinct, identifiable communities throughout the region.

3. Adopt and implement a regional development plan characterized by a series of well planned, economically balanced communities encompassing a wide variety of residential densities and housing types.
4. Maintain and enhance the position of Central San Diego as the administrative - financial - cultural center of the region, in addition to subregional centers.
5. Provide adequate public facilities and services for all, with a fair distribution of costs and benefits.
6. Assure maximum efficiency and equity in administration of planning and development programs throughout the region.

### **Transportation**

1. Provide for a mix of transportation modes that is capable of meeting the continuing need for personal mobility and for the movement of goods for civil and defense purposes, consistent with other regional goals and values.
2. Comprehensively plan and implement all regionally significant modes of transportation at the regional level and coordinate with all other appropriate jurisdictions that either influence or are affected by regional transportation planning efforts.
3. Develop a balanced land use and transportation plan.
4. Maintain, upgrade, or develop existing and future transportation systems as a public service in a manner that renders them safe, feasible, flexible, environmentally acceptable, and aesthetically pleasing.
5. All transportation modes shall be considered complementary. Systems shall utilize each mode effectively and provide appropriate interface between them.

### **Housing**

1. Overall goal; assure that every individual and family in the San Diego Region has a decent home and a healthy living environment.
2. Protect and enhance the environment in which housing exists.
3. Establish and maintain uniform minimum standards for housing.
4. Support local, state and federal actions which serve to improve the climate for housing which meets the needs of all groups and which serve to upgrade the community as well.
5. Establish an area-wide housing agency with both program and service features.

### **Open Space and Parks**

1. Preserve as open space those areas needed to protect public health, safety and welfare; to preserve natural resources; to preserve agricultural crop land; to provide adequate outdoor recreational and educational areas, and to provide community identity, efficiency and amenities.



2. Provide, as a component of the open space lands, a park system in each jurisdiction of the region which preserves areas of significant natural beauty and also serves citizens in their immediate environment.
3. Preserve as open space lands the agricultural crop lands of the region.
4. Assure that changes in densities and land uses are consistent with the protection of open space and the enhancement of natural characteristics and features.
5. Implement these goals as rapidly as possible while opportunity still exists to preserve the region's natural assets.

### **The Environment**

1. Achieve and maintain a level of air quality which has no significant detrimental effects on human physical or mental health, plant life, material objects, weather, or visibility.
2. Achieve and maintain a level of water quality in all water bodies in the region (other than manmade holding ponds) clean enough to meet health standards for swimming. Achieve a system of water supply which meets health standards and relies as little as possible on imported water.
3. Reduce the level of noise, so that it causes no human stress of health damage, and does not interfere with any human activities such as sleep, work, play or thought.
4. Retain the natural benefits of flood plains, including rich alluvial soil, underground aquifers, natural green belts, wildlife habitat, and insure public safety. Limit the types of land use in flood plains to those that require no significant construction nor endanger human life; e.g. agriculture, grazing golf courses and other recreation areas.
5. Achieve a state of coastline ownership and management which enhances public recreation, insures preservation of socially and ecologically important coastal areas, and provides for a proper balance between public and private land uses in appropriate places.
6. Adopt a land ethic for the balanced coexistence of man, wildlife, and vegetation for its own beauty, as well as for its other benefits to man.
7. Encourage the beneficial utilization and conservation of soil resources within the region.
8. Eliminate or regulate signs, billboards, wires, antennas, buildings, and land uses that detract from the attractive topography and physical setting of the San Diego Region.

### **Implementation: Governmental Structure**

1. Create by Legislation a mandatory regional policy-making body composed of elected representatives from within the San Diego Region to insure coordination of governmental activities in the region.
2. Insure that the governmental jurisdiction responsible for providing any service is large enough to provide that service and is adequate for effective performance.

3. Insure an equitable level of services and funding throughout the region by providing units of government with an adequate financial base to perform the functions and services assigned to them.
4. Promote units of government which are large enough to permit realization of economies of scale.
5. Insure that the performance of public functions remains subject to public control.

SAN DIEGO REGION'S COUNCIL OF GOVERNMENTS



COMPREHENSIVE  
PLANNING ORGANIZATION  
Suite 524  
Security Pacific Plaza  
1200 Third Avenue  
San Diego, California 92101  
(714) 233-5211

December 1977

Dear San Diego Region Resident:

We would like your help in an important project that concerns the future of the San Diego Region.

The Comprehensive Planning Organization, CPO, represents the region's fourteen cities and the County of San Diego through their elected officials. CPO does planning for the region's future in transportation, air and water quality, energy, housing and other important areas which affect and are affected by urban growth.

We estimate that this growth will amount to about 900,000 new people in the region in the next 17 years, meaning a total population of 2.4 million people here by 1995. Taking care of this growth in a way that is economical and also protects the environment is a big challenge. CPO has asked FACTS CONSOLIDATED, an independent survey firm, to find out what you, the residents of the San Diego Region, feel about the way that the region should grow. How do you feel about San Diego as it is today? What do you think the region's goals should be? What are the most important goals? How should we reach those goals?

We encourage you to discuss the questions in this survey with your family and friends. We have provided spaces in which to write answers, but if you wish to add any comments about San Diego or its goals any place in the questionnaire, please feel free to do so. Your personal answers and comments will be anonymous. When combined with answers from the other residents being surveyed throughout the region, this information will be used by elected officials and leaders to help plan for growth and guide decisions.

We appreciate your thoughtful responses to this questionnaire.

Sincerely,



RICHARD J. HUFF  
Executive Director



## GOVERNMENTAL STRUCTURE

This goal includes:

- . . . . . Necessary public services, like fire and police protection, provided by the governments in the region.
- . . . . . Coordination of all San Diego Region governments so that there isn't any unnecessary duplication of services.
- . . . . . Governments which respond to the peoples' needs.

OPPORTUNITY FOR  
PERSONAL SUCCESS AND HAPPINESS

This goal includes:

. . . . . An opportunity to have an education

. . . . . One person, one vote

. . . . . Affordable health care for everyone

. . . . . An opportunity to work

## THE ENVIRONMENT

This goal includes:

- . . . . . Air that is clean enough so that it has no bad effect on peoples' health, on visibility, on plant life, on the weather or on materials like rubber that can deteriorate in polluted air.
- . . . . . Oceans, bays, lakes and rivers that are clean enough to swim in and that are clean enough for plants and animals to live in.
- . . . . . Plenty of clean water for personal, industrial, and agricultural uses.
- . . . . . Levels of noise in the community that are not unreasonably bothersome nor uncomfortable.



## HOUSING

This goal includes:

- . . . . . Affordable housing that meets minimum standards of health, safety and decency.
- . . . . . Variety of choices between different housing types (houses, apartments, etc.).
- . . . . . Variety of choices as to the location of the housing.

## PHYSICAL APPEARANCE OF THE REGION

This goal includes:

- . . . . . Building, construction and development that doesn't destroy the natural environment.
- . . . . . Buildings that blend in with the surrounding areas.
- . . . . . Preservation of the character of the 14 cities and the unincorporated communities of the region.
- . . . . . An opportunity for people to live and work in the same areas.
- . . . . . Parks in various places throughout the region.
- . . . . . Open spaces, including agricultural land.
- . . . . . Public beaches and access to those areas.
- . . . . . Lands set aside now for open space before they are developed.

## TRANSPORTATION

This goal includes:

- . . . . . An over-all transportation system that allows people to get to where they need to go.
- . . . . . A transportation system that provides for private transportation as well as different types of public transit.
- . . . . . A transportation system that makes it easy for people to get from where they live to where they work.
- . . . . . A good freeway system for personal and defense needs.
- . . . . . No traffic congestion.
- . . . . . Affordable public transit.



## GROWTH AND ECONOMY

This goal includes:

- . . . . . A healthy regional economy that provides jobs for people and allows people to work in their chosen field.
- . . . . . An economy that provides for a high quality of life.

## PUBLIC SAFETY

This goal includes:

. . . . . Personal safety from crime in the home.

. . . . . Protection of property from crime.

. . . . . Protection of property from disasters  
like fires and floods.

## ENERGY

This goal includes:

. . . . . Careful and wise use of energy.

. . . . . Development of additional energy sources.



DOROTHY D. COREY  
PRESIDENT

# FACTS CONSOLIDATED

## *Research and Counsel in Marketing*

1705 VICTORIA AVENUE • P.O. BOX 19400, LOS ANGELES, CALIFORNIA 90019 • (213) 731-2414

January, 1978

Dear San Diego Region Resident,

We are pleased and proud to have been selected to work with the CPO on this important project. FACTS CONSOLIDATED is a Southern California company that has been surveying public opinion for over 40 years.

You are part of a randomly selected group. Only a sample of residents of the San Diego Region will be receiving the attached questionnaire. Because of this, your response is vital to the success of the survey.

There is really no way we can adequately thank you for your thoughtful response except to promise that we will produce a meaningful report for the CPO. Some of the results of the survey will be published. All will be available at CPO headquarters. We know that some of you will question the importance of some of the subjects we are discussing, but from the point of view of the CPO, which must look at an overall picture, each area of questioning is important -- and so are your answers!

Sincerely,

Dorothy D. Corey  
President

P.S. Instructions for filling out the questionnaire are on the next page.



## INSTRUCTIONS FOR FILLING OUT

### THE QUESTIONNAIRE

1. We have pre-coded the questions so that your answers can be easily tabulated by computer. Please circle the number that corresponds with your answer. For example, if your answer to Question 2 is that as a place to live you rate your community as "Just About the Very Best Place," you would circle the -1 in column 16. If you rate it as "Better than Most Places," you would circle the -2 in column 16.

#### Example

Q.2. In general, how would you rate your community as a place in which to live? Would you say it is:

JUST ABOUT THE VERY BEST PLACE. . . . .	16	<u>-1</u>
BETTER THAN MOST PLACES. . . . .		-2
ABOUT THE SAME AS MOST PLACES. . . . .		-3
NOT AS GOOD AS MOST PLACES. . . . .		-4
JUST ABOUT THE VERY WORST PLACE. . . . .		-5

In some questions, we have not provided any answer categories. In these questions, please write in your own answers to the question.

2. Along with this questionnaire you will find nine cards. Each card describes a goal for the San Diego Region, and you will need to read the explanation of each goal before answering the questions in Section 2 and Section 4.
3. Please start at the beginning and answer each question in order. It is important that you answer every question. If we haven't provided a space for a particular answer that you want to give, please write it in. Feel free to add your own comments at any point in the questionnaire. Your thinking is important to the CPO.
4. Your answers will be treated in complete confidence and used only in combination with those of other residents in our sample to develop a composite picture. However, we ask that you include your name and telephone number so that we can contact you in case we need additional information about any of your answers. Under no circumstances will your name be given to anyone -- unless you request it.
5. Although your interviewer will call to make sure that you had no problems, if you have any questions or if you need help in filling out the questionnaire, please call 461-2426 or the interviewer whose name and telephone number is written on your questionnaire. After you complete the questionnaire, please put it (without the cards or the CPO letter) into the envelope and mail it back to us as soon as possible. Of course, no postage is necessary.

## SECTION ONE:

1. In which community do you live?

12  
13  
14  
15

2. In general, how would you rate your community as a place in which to live?  
Would you say it is:

JUST ABOUT THE VERY BEST PLACE . . . . . 23.6  
BETTER THAN MOST PLACES . . . . . 52.7  
ABOUT THE SAME AS MOST PLACES . . . . . 14.9  
NOT AS GOOD AS MOST PLACES . . . . . 7.8  
JUST ABOUT THE VERY WORST PLACE . . . . . .6

.1\*  
.4\*\*

2.a. Why do you say that?

17  
18

3. Generally, how would you rate your community as a place in which to raise a family?  
Would you say it is:

JUST ABOUT THE VERY BEST PLACE . . . . . 15.8  
BETTER THAN MOST PLACES . . . . . 48.1  
ABOUT THE SAME AS MOST PLACES . . . . . 21.2  
NOT AS GOOD AS MOST PLACES . . . . . 11.0  
JUST ABOUT THE VERY WORST PLACE . . . . . 1.7

1.3\*  
.8\*\*

3.a. Why do you say that?

20  
21

4. Again speaking generally, how would you rate the San Diego Region as a place in which  
to work? Would you say it is:

JUST ABOUT THE VERY BEST PLACE . . . . . 19.3  
BETTER THAN MOST PLACES . . . . . 38.8  
ABOUT THE SAME AS MOST PLACES . . . . . 23.5  
NOT AS GOOD AS MOST PLACES . . . . . 14.7  
JUST ABOUT THE VERY WORST PLACE . . . . . 1.7

1.4\*  
.6\*\*

4.a. Why do you say that?

23  
24

5. Not counting income taxes, as a resident of the San Diego Region, how do you feel about the taxes that you pay? Would you say that they are more, less or about the same as those in other regions?

MORE .....	41.2
LESS .....	7.4
ABOUT THE SAME. ....	46.9
	3.2*
.....	1.4**

6. Generally, would you say that the taxes you pay are fair or unfair?

FAIR.....	45.3
UNFAIR .....	51.3
	1.7*
.....	1.8**

7. How do you feel about the way your tax dollars are spent? Over-all, do you think that your local and county government:

GENERALLY SPEND TAX MONEY EFFICIENTLY .....	39.3
GENERALLY SPEND TAX MONEY INEFFICIENTLY.....	56.6
	1.6*
Do They:	2.5**

GENERALLY SPEND TAX MONEY ON THE RIGHT THINGS . .	47.3
GENERALLY SPEND TAX MONEY ON THE WRONG THINGS. .	46.1
	2.9*
.....	3.6**

8. How do you feel about population growth for the San Diego Region? Would you like to see the population:

INCREASE A GREAT DEAL .....	2.8
INCREASE SLIGHTLY .....	27.8
STAY ABOUT THE SAME.....	39.3
DECREASE SLIGHTLY.....	18.8
DECREASE A GREAT DEAL .....	10.9
	.4**

9. Before you received this questionnaire and cover letter from the CPO, how familiar were you with the CPO? Would you say:

VERY FAMILIAR .....	6.5
SOMEWHAT FAMILIAR.....	52.3
NEVER HEARD OF IT BEFORE.....	40.9
	.4**

\*Don't Know

\*\*No Answer

SECTION TWO:

Along with this booklet, there is an envelope with nine cards in it. On each of these cards is a "Goal" for the San Diego Region. We would like you to sort through these cards and examine each goal. Please be sure to read the description on each goal card. For right now, please don't be concerned with how these goals can be reached or with the costs that would be involved to reach the goals.

1. Look through the cards and arrange them in order of importance from the most important goal to the least important goal. Even though you may feel that all of the goals are important for the San Diego Region, or even that none of them are important, please choose the one goal that you think is more important than the rest and write a number "1" next to that goal. Write a number "2" next to the second most important goal; write a number "3" next to the third most important goal and so on.

The goal, PUBLIC SAFETY, is the number <u>1</u> goal.	30-
The goal, GROWTH AND ECONOMY, is the number <u>4</u> goal.	31-
The goal, PHYSICAL APPEARANCE OF THE REGION, is the number <u>9</u> goal.	32-
The goal, TRANSPORTATION, is the number <u>8</u> goal.	33-
The goal, HOUSING, is the number <u>6</u> goal.	34-
The goal, THE ENVIRONMENT, is the number <u>2</u> goal.	35-
The goal, GOVERNMENTAL STRUCTURE, is the number <u>3</u> goal.	36-
The goal, ENERGY, is the number <u>7</u> goal.	37-
The goal, OPPORTUNITY FOR PERSONAL SUCCESS AND HAPPINESS, is the number <u>5</u> goal.	38-

.....

2. Why is the goal that you selected as the most important goal for the San Diego Region more important than the others?

39  
52

.....

3. Can you think of any other goals for the San Diego Region that aren't included in these nine goals? What are they?



4. Do you have any other thoughts or comments about these goals?

55  
56  
57

SECTION THREE:

In this section, we want to discuss each one of the nine goals. For each goal, there are some questions about how hard you feel we should work to achieve the goal, what you might be willing to give up to achieve it, if the government should be involved and so forth. Please answer for each goal, regardless of how you feel about that goal.

PUBLIC SAFETY

This goal includes:

- . . . . . Personal safety from crime in the home.
- . . . . . Protection of property from crime.
- . . . . . Protection of property from disasters  
like fires and floods.

1. How important is this goal for the San Diego Region? Would you say that it is:

VERY IMPORTANT . . . . . 86.0  
SOMEWHAT IMPORTANT . . . . . 12.8  
NOT AT ALL IMPORTANT . . . . . .2  
1.1\*\*

2. How important is this goal for you and your family? Would you say that it is:

VERY IMPORTANT . . . . . 83.3  
SOMEWHAT IMPORTANT . . . . . 14.6  
NOT AT ALL IMPORTANT . . . . . 1.0  
1.1\*\*

3. If this goal were reached, how much effect would it have on you and the way you live?  
Would you say it would:

MAKE THINGS BETTER . . . . . 84.2  
MAKE THINGS WORSE . . . . . .2  
WOULDN'T HAVE ANY EFFECT. . . . . 14.1  
.2\*  
1.3\*\*

3.a. Why?

\*Don't Know  
\*\*No Answer

4. Regardless of how desirable this goal is, do you think that this is a realistic goal for the San Diego Region? Do you think that:

THIS GOAL CAN BE REACHED . . . . .	29.1
ALMOST ALL OF THIS GOAL CAN BE REACHED . . . . .	35.7
ONLY PART OF THE GOAL CAN BE REACHED . . . . .	24.4
THIS GOAL CANNOT BE REACHED . . . . .	4.3
AS FAR AS PRACTICAL, THIS GOAL HAS ALREADY BEEN REACHED . . . . .	4.7
4.a. Why?	.1*
	1.7**

64  
65

5. Do you think that the government should be involved in reaching this goal?

NO, GOVERNMENT <u>SHOULD NOT</u> BE INVOLVED . . . . .	1.9
YES, GOVERNMENT <u>SHOULD</u> BE INVOLVED . . . . .	94.6
	1.3*
Which government or governments should be involved?	2.2**

YOUR CITY OR LOCAL GOVERNMENT . . . . .	29.4
A COMBINATION OF CITY OR LOCAL GOVERNMENTS . . . . .	61.2
COUNTY GOVERNMENT . . . . .	26.2
STATE GOVERNMENT . . . . .	28.1
FEDERAL GOVERNMENT . . . . .	22.8

6. In order to have personal safety from crime in the house, protection of property from crime, protection from disasters like fires and floods, it could be necessary to increase the number of policemen and firemen. It could also be necessary to purchase more or better equipment, and to begin more crime prevention programs. These are just examples of the types of things which could be needed to reach this goal, and they could involve the need to spend tax dollars. How much would you be willing to see your taxes increased so that this goal can be reached?

I WOULD BE WILLING TO SEE TAXES <u>INCREASED</u> . . . . .	25.3
I WOULD BE WILLING TO SEE ONLY A VERY SMALL INCREASE IN TAXES . . . . .	35.4
I WOULD NOT BE WILLING TO SEE ANY INCREASE IN TAXES . . . . .	25.8
OTHER <u>More efficient use of present resources</u> . . . . .	13.9
(write in) Other . . . . .	2.7
	1.1*
	2.3**

7. In order to reach the goal of public safety, it could be necessary to involve yourself personally (like install a fire or burglar alarm system), or to suffer some inconveniences (like go through security checks when attending public events) or give up some amount of personal freedom (like not being able to go where and when you wish at certain times). How effective do you feel these things would be in reaching the goal of public safety?

VERY EFFECTIVE . . . . .	21.1
SOMEWHAT EFFECTIVE . . . . .	53.8
NOT AT ALL EFFECTIVE . . . . .	23.3

\*Don't Know

\*\*No Answer

.4\*  
1.4\*\*

8. How willing would you be to do some of these things?

I WOULD BE WILLING TO BE INCONVENIENCED . . . . .	37.4
I WOULD BE WILLING TO SPEND MY OWN MONEY TO ASSURE HOME SECURITY . . . . .	62.2
I WOULD NOT BE WILLING TO DO ANY OF THESE THINGS . . . . .	8.2
OTHER _____	2.5
(write in)	.6*
	2.7**

9. Is crime and public safety a problem in your community?

IT IS A MAJOR PROBLEM . . . . .	24.3
IT IS SOMEWHAT OF A PROBLEM . . . . .	60.7
IT'S NOT A PROBLEM . . . . .	13.1
	.4*
	1.6**

10. How do you feel about the way time and tax money is being spent? Do you feel it is more important to spend time and tax money on preventing crimes, or on solving crimes and prosecuting and punishing criminals, or on programs designed to rehabilitate some offenders, or what?

SHOULD SPEND MORE ON CRIME PREVENTION . . . . .	40.7
SHOULD SPEND MORE ON SOLVING CRIMES AND PROSECUTING AND PUNISHING CRIMINALS . . . . .	40.7
SHOULD SPEND MORE ON PROGRAMS DESIGNED TO REHABILITATE SOME OFFENDERS . . . . .	4.3
SHOULD SPEND ON ALL EQUALLY . . . . .	17.4
OTHER _____	3.4
(write in)	.6*
	2.3**

### GROWTH AND ECONOMY

This goal includes:

- . . . . . A healthy regional economy that provides jobs  
for people and allows people to work in their  
chosen field.
- . . . . . An economy that provides for a high quality of life.

1. How important is this goal for the San Diego Region? Would you say that it is:

VERY IMPORTANT . . . . .	64.0
SOMEWHAT IMPORTANT . . . . .	31.3
NOT AT ALL IMPORTANT . . . . .	3.1
	1.5**

2. How important is this goal for you and your family? Would you say that it is:

VERY IMPORTANT . . . . .	50.6	
SOMEWHAT IMPORTANT . . . . .	38.3	.1*
NOT AT ALL IMPORTANT . . . . .	9.4	1.6*

\*Don't Know

\*\*No Answer

3. If this goal were reached, how much effect would it have on you and the way you live?  
Would you say it would:

MAKE THINGS BETTER .....	63.3
MAKE THINGS WORSE .....	2.8
WOULDN'T HAVE ANY EFFECT .....	32.3
	.1*
	1.4**

3.a. Why?

75
<hr/> 76

4. Regardless of how desirable this goal is, do you think that this is a realistic goal for the San Diego Region? Do you think that:

THIS GOAL CAN BE REACHED. ....	24.0
ALMOST ALL OF THIS GOAL CAN BE REACHED .....	29.5
ONLY PART OF THE GOAL CAN BE REACHED. ....	29.0
THIS GOAL CANNOT BE REACHED .....	6.2
AS FAR AS PRACTICAL, THIS GOAL HAS ALREADY BEEN REACHED .....	8.3
	1.2*
	1.8**

4.a. Why?

78
<hr/> 79

.....  
End Card 1  
Start Card 2

5. Do you think that the government should be involved in reaching this goal?

NO, GOVERNMENT <u>SHOULD NOT</u> BE INVOLVED. ....	17.0
YES, GOVERNMENT <u>SHOULD</u> BE INVOLVED .....	79.0
	1.7*
	2.4**

Which government or governments should be involved?

YOUR CITY OR LOCAL GOVERNMENT .....	22.6
A COMBINATION OF CITY OR LOCAL GOVERNMENT ...	45.4
COUNTY GOVERNMENT .....	22.3
STATE GOVERNMENT .....	23.5
FEDERAL GOVERNMENT .....	21.1

6. Most people feel that a healthy economy usually relies on having businesses and industries which provide jobs. Over the next 20 years how much new industry would you be willing to have in the San Diego Region?

I WOULD BE WILLING TO SEE <u>A LOT OF NEW INDUSTRY</u> LOCATE IN THE SAN DIEGO REGION. ....	26.5
I WOULD BE WILLING TO SEE <u>SOME NEW INDUSTRY</u> LOCATE IN THE SAN DIEGO REGION. ....	58.8
I WOULD <u>NOT</u> LIKE TO SEE <u>ANY NEW INDUSTRY</u> LOCATE IN THE SAN DIEGO REGION BECAUSE THERE IS ALREADY ENOUGH TO SUPPORT A HEALTHY ECONOMY .....	10.5
OTHER _____ Depends on type of industry	1.1

\*Don't Know

\*\*No Answer

(write in)

Other ..... .6

.6\*  
1.7\*\*



7. What do you think will most help the Region's economic well-being?

ATTRACT MORE INDUSTRY . . . . .	52.8
INCREASED TOURIST ACTIVITIES . . . . .	22.6
BETTER CONVENTION FACILITIES . . . . .	7.7
MORE HOUSING CONSTRUCTION . . . . .	10.2
MORE JOB TRAINING PROGRAMS . . . . .	19.9
A NEW AIRPORT . . . . .	4.7
NEW PUBLIC TRANSIT FACILITIES . . . . .	10.9
OTHER _____	5.6
(write in)	.5*
	2.8**

8. Do you feel that population growth is necessary for a healthy economy?

YES . . . . .	26.2
NO . . . . .	72.2
	.1*
	1.5**

9. Do you feel that economic growth will mean more population growth?

YES . . . . .	79.4
NO . . . . .	19.1
	1.6**

10. For each of the following things, please indicate whether you feel they help the economy, whether they hurt the economy, or whether they don't help or hurt the economy.

	HELP THE ECONOMY	HURT THE ECONOMY	DON'T HELP OR HURT THE ECONOMY	DK*NA*
PRESENCE OF UNDOCUMENTED ALIENS . . . . .	5.6	74.7	16.6	.6
PRESENCE OF THE MILITARY . . . . .	84.3	3.7	9.8	.1
GOVERNMENT REGULATIONS DESIGNED TO HELP THE ENVIRONMENT . . . . .	35.3	29.0	31.6	.5
LARGE SENIOR CITIZEN AND RETIRED POPULATION . . . . .	38.3	12.3	47.2	.3
PRESENCE OF COLLEGES, AND UNIVERSITIES . . . . .	81.1	2.4	14.0	.4
PROXIMITY TO LOS ANGELES . . . . .	35.6	17.7	43.6	.6
PROXIMITY TO MEXICO . . . . .	33.9	30.5	32.3	.6

\*Don't Know

\*\*No Answer

## PHYSICAL APPEARANCE OF THE REGION

This goal includes:

- . . . . . Building, construction and development that doesn't destroy the natural environment.
- . . . . . Buildings that blend in with the surrounding areas.
- . . . . . Preservation of the character of the 14 cities and the unincorporated communities of the region.
- . . . . . An opportunity for people to live and work in the same areas.
- . . . . . Parks in various places throughout the region.
- . . . . . Open spaces, including agricultural land.
- . . . . . Public beaches and access to those areas.
- . . . . . Lands set aside now for open space before they are developed.

1. How important is this goal for the San Diego Region? Would you say that it is:

VERY IMPORTANT . . . . .	59.1
SOMEWHAT IMPORTANT . . . . .	37.2
NOT AT ALL IMPORTANT . . . . .	2.6
.....	1.1**

2. How important is this goal for you and your family? Would you say that it is:

VERY IMPORTANT . . . . .	46.0
SOMEWHAT IMPORTANT . . . . .	45.4
NOT AT ALL IMPORTANT . . . . .	7.5
.....	1.1**

3. If this goal were reached, how much effect would it have on you and the way you live?  
Would you say it would:

MAKE THINGS BETTER . . . . .	60.9
MAKE THINGS WORSE . . . . .	1.2
WOULDN'T HAVE ANY EFFECT . . . . .	35.9
.....	.6*
	1.5**

3.a. Why?

21
22

4. Regardless of how desirable this goal is, do you think that this is a realistic goal for the San Diego Region? Do you think that:

THIS GOAL CAN BE REACHED . . . . .	31.1
ALMOST ALL OF THIS GOAL CAN BE REACHED . . . . .	31.9
ONLY PART OF THE GOAL CAN BE REACHED . . . . .	21.9
THIS GOAL CANNOT BE REACHED . . . . .	2.8
AS FAR AS PRACTICAL, THIS GOAL HAS ALREADY BEEN REACHED . . . . .	10.4
.....	.5*
	1.3**

4.a. Why?

24
25

\*Don't Know

\*\*No Answer

5. Do you think that the government should be involved in reaching this goal?

NO, GOVERNMENT <u>SHOULD NOT</u> BE INVOLVED . . .	8.3
YES, GOVERNMENT <u>SHOULD</u> BE INVOLVED. . . . .	90.0
	.7*
Which government or governments should be involved?	1.0**

YOUR CITY OR LOCAL GOVERNMENT . . . . .	30.5
A COMBINATION OF CITY OR LOCAL GOVERNMENTS	52.3
COUNTY GOVERNMENT . . . . .	26.3
STATE GOVERNMENT . . . . .	22.1
FEDERAL GOVERNMENT . . . . .	13.7

6. In order to keep open spaces and park lands, and in order to purchase new lands for these purposes, tax money must be used. Would you be willing to see your taxes increased for this purpose?

I WOULD BE WILLING TO SEE MY TAXES INCREASED . . . . .	17.0
I WOULD BE WILLING TO SEE ONLY A VERY SMALL INCREASE IN TAXES . . . . .	43.1
I WOULD NOT BE WILLING TO SEE ANY INCREASE IN TAXES. . . . .	36.1
OTHER <u>Use what they have more efficiently</u>	2.8
(write in)	Other . . . . .
	1.5
	.2*
	.9**

7. In order to preserve open space, parks, and agricultural land, it may be necessary to control the building of new homes, and it may also be necessary to have fewer single family homes and more condominiums, apartments and other types of multiple housing. If this were necessary to reach this goal and you were looking for housing, how willing would you be to limit your choice of housing to older homes or condominiums and other kinds of multiple housing?

VERY WILLING . . . . .	24.4
SOMEWHAT WILLING . . . . .	43.1
NOT AT ALL WILLING . . . . .	36.7
	.9**
	29
	30
	31

8. How familiar are you with the Centre City Redevelopment project?

VERY FAMILIAR . . . . .	9.9
SOMEWHAT FAMILIAR . . . . .	57.5
JUST HEARD THE NAME . . . . .	17.7
NEVER HEARD OF IT BEFORE . . . . .	14.2
	.1*
	.5**

\*Don't Know

\*\*No Answer

9. For those of you who are not familiar with this project, the Centre City Redevelopment plan is an effort to clean up a large portion of downtown San Diego by creating new residential areas for all incomes, new retail stores, restoration of the historic area south of Broadway and perhaps construction of a new convention center.

Do you feel that the Centre City project will help San Diego?

YES, IT WILL HELP SAN DIEGO .....	81.3
IT WILL HAVE NO EFFECT ON SAN DIEGO .....	12.1
IT WILL HURT SAN DIEGO .....	3.9
.....	1.5*
.....	1.2**

10. What effect would it have on other communities?

IT WILL HELP OTHER COMMUNITIES .....	43.5
IT WILL HAVE NO EFFECT ON OTHER COMMUNITIES .....	45.4
IT WILL HURT OTHER COMMUNITIES .....	5.0
OTHER .....	1.4
.....	2.8*
..... (write in) .....	1.8**

11. In general, would you say your own feelings toward this project are:

FAVORABLE .....	61.3
NEUTRAL .....	27.0
UNFAVORABLE .....	10.7
.....	.2*
.....	.8**

### TRANSPORTATION

This goal includes:

- ..... An over-all transportation system that allows people to get to where they need to go.
- ..... A transportation system that provides for private transportation as well as different types of public transit.
- ..... A transportation system that makes it easy for people to get from where they live to where they work.
- ..... A good freeway system for personal and defense needs.
- ..... No traffic congestion.
- ..... Affordable public transit.

1. How important is this goal for the San Diego Region? Would you say that it is:

VERY IMPORTANT .....	62.4
SOMEWHAT IMPORTANT .....	34.0
NOT AT ALL IMPORTANT .....	2.8
.....	.1*
.....	.6**

\*Don't Know

\*\*No Answer



2. How important is this goal for you and your family? Would you say that it is:

VERY IMPORTANT . . . . .	31.1
SOMEWHAT IMPORTANT . . . . .	49.6
NOT AT ALL IMPORTANT . . . . .	16.6
	.2*
	2.5**

3. If this goal were reached, how much effect would it have on you and the way you live?  
Would you say it would:

MAKE THINGS BETTER . . . . .	56.1
MAKE THINGS WORSE . . . . .	1.1
WOULDN'T HAVE ANY EFFECT . . . . .	40.0
	.3*
	2.6**

3.a. Why?

39  
40

4. Regardless of how desirable this goal is, do you think that this is a realistic goal  
for the San Diego Region? Do you think that:

THIS GOAL CAN BE REACHED . . . . .	26.3
ALMOST ALL OF THIS GOAL CAN BE REACHED . . . . .	28.6
ONLY PART OF THE GOAL CAN BE REACHED . . . . .	29.5
THIS GOAL CANNOT BE REACHED . . . . .	3.8
AS FAR AS PRACTICAL, THIS GOAL HAS ALREADY BEEN REACHED . . . . .	8.1
	1.1*
	2.7**

4.a. Why?

42  
43

5. Do you think that the government should be involved in reaching this goal?

NO, GOVERNMENT <u>SHOULD NOT BE INVOLVED</u> . . . . .	9.4
YES, GOVERNMENT <u>SHOULD BE INVOLVED</u> . . . . .	86.6
	1.0*
	2.9**

Which government or governments should be involved?

YOUR CITY OR LOCAL GOVERNMENT . . . . .	24.2
A COMBINATION OF CITY OR LOCAL GOVERNMENT . . . . .	46.7
COUNTY GOVERNMENT . . . . .	27.3
STATE GOVERNMENT . . . . .	34.1
FEDERAL GOVERNMENT . . . . .	23.2

\*Don't Know

\*\*No Answer

6. This goal includes two different types of transportation systems. One is a system of freeways, highways and roads for private automobiles, and the other is a public transit system which would provide for some combination of buses, trains and other types of mass transit. Generally speaking, in terms of providing for the Region's present and future transportation needs, how adequate is the Region's present transportation system?

FREEWAY AND HIGHWAY SYSTEM IS ADEQUATE, BUT PUBLIC TRANSIT IS NOT.....	46.7
BOTH THE FREEWAY SYSTEM, AND PUBLIC TRANSIT ARE ADEQUATE.....	23.1
NEITHER IS ADEQUATE.....	20.7
PUBLIC TRANSIT IS ADEQUATE, BUT THE FREEWAY AND HIGHWAY SYSTEM IS NOT.....	4.9
OTHER.....	.7
(write in).....	1.2*
	2.8**

7. In order to provide transportation for the Region in the future, how would you like to see the Region's transportation money spent?

COMPLETELY ON FREEWAYS, ROADS, ETC. FOR AUTOMOBILES.....	4.0
MOSTLY ON FREEWAYS, ROADS, ETC. FOR AUTOMOBILES, BUT SOME ON PUBLIC TRANSIT.....	27.3
EQUALLY DIVIDED BETWEEN PRIVATE AND PUBLIC.....	29.7
MOSTLY ON PUBLIC TRANSIT, BUT SOME ON FREEWAYS, ROADS, ETC. FOR PRIVATE AUTOMOBILES.....	30.3
COMPLETELY ON PUBLIC TRANSIT.....	4.7
OTHER.....	1.0
(write in).....	.5*
	2.6**

8. How should a public transit system be paid for?

BY THE PEOPLE WHO USE IT.....	33.0
BY THE TAXPAYERS.....	4.3
BY SOME COMBINATION OF TAX DOLLARS AND USERS.....	58.1
OTHER.....	1.6
(Write in).....	.6*
	2.5**

9. Would you be willing to see your taxes increased so that more freeways can be built?

YES.....	14.2
NO.....	80.2
OTHER.....	1.5
(write in).....	1.2*
	2.8**

10. Would you be willing to see your taxes increased so that public transit can be improved?

YES.....	35.9
NO.....	60.5
	.5*
	3.1**

\*Don't Know

\*\*No Answer

11. What kind of transportation, other than automobiles, do you think would best serve the needs of the Region?

BUSES .....	49.2
CARPools .....	12.5
BICYCLES .....	6.4
ANOTHER TYPE OF PUBLIC TRANSIT .....	41.4
MOTORCYCLES .....	3.0
OTHER .....	3.1
(write in)	.3*
	1.9**

12. If the Region had a public transit system that was more convenient for you to use than the one we now have, how likely is it that you would use it instead of an automobile?

VERY LIKELY .....	36.1
SOMEWHAT LIKELY .....	35.6
NOT AT ALL LIKELY .....	26.9
	.1*
	1.4**

13. If you decided to use a convenient public transit system instead of a car, what would be your main reason?

TO CONSERVE ENERGY .....	31.6
TO HELP CLEAN UP THE AIR .....	20.2
TO SAVE MONEY ON TRANSPORTATION .....	37.1
BECAUSE IT WOULD BE MORE CONVENIENT .....	30.4
OTHER .....	3.9
(write in)	

WOULDN'T USE A PUBLIC TRANSIT SYSTEM .....	6.4
	.2*
	1.3**

14. If you decided not to use a public transit system, what would be your main reason?

Inconvenience/far from pick-up station . . .	37.2
Time consuming/too slow .....	15.0
Need freedom/Mobility of a car .....	12.4

54  
55

15. If gasoline were simply not available for any private use, how would you travel?

WOULDN'T TRAVEL .....	5.1
WALK .....	19.7
BICYCLE .....	25.0
PUBLIC TRANSIT .....	70.7
OTHER .....	3.1
(write in)	1.7*
	1.7**

\*Don't Know

\*\*No Answer

## HOUSING

This goal includes:

- . . . . . Affordable housing that meets minimum standards of health, safety and decency.
- . . . . . Variety of choices between different housing types (houses, apartments, etc.).
- . . . . . Variety of choices as to the location of the housing.

1. How important is this goal for the San Diego Region? Would you say that it is:

VERY IMPORTANT . . . . .	60.3
SOMEWHAT IMPORTANT . . . . .	34.0
NOT AT ALL IMPORTANT . . . . .	3.8
	.4*
.....	1.4**

2. How important is this goal for you and your family? Would you say that it is:

VERY IMPORTANT . . . . .	37.8
SOMEWHAT IMPORTANT . . . . .	31.6
NOT AT ALL IMPORTANT . . . . .	28.6
	.4*
.....	1.6**

3. If this goal were reached, how much effect would it have on you and the way you live?  
Would you say it would:

MAKE THINGS BETTER . . . . .	41.0
MAKE THINGS WORSE . . . . .	2.1
WOULDN'T HAVE ANY EFFECT . . . . .	54.5
	.7*
3.a. Why?	1.7**

60  
61

4. Regardless of how desirable this goal is, do you think that this is a realistic goal for the San Diego Region? Do you think that:

THIS GOAL CAN BE REACHED . . . . .	23.0
ALMOST ALL OF THIS GOAL CAN BE REACHED. . . . .	26.3
ONLY PART OF THE GOAL CAN BE REACHED . . . . .	32.4
THIS GOAL CANNOT BE REACHED. . . . .	6.6
AS FAR AS PRACTICAL, THIS GOAL HAS ALREADY BEEN REACHED . . . . .	8.3
	1.1*
4.a. Why?	2.2**

63  
64

\*Don't Know

\*\*No Answer



5. Do you think that the government should be involved in reaching this goal?

NO, GOVERNMENT <u>SHOULD NOT</u> BE INVOLVED . . . . .	21.9
YES, GOVERNMENT <u>SHOULD</u> BE INVOLVED . . . . .	75.2
	1.1*
Which government or governments should be involved?	1.8**

YOUR CITY OR LOCAL GOVERNMENT . . . . .	21.4
A COMBINATION OF CITY OR LOCAL GOVERNMENTS . . . . .	38.7
COUNTY GOVERNMENT . . . . .	19.4
STATE GOVERNMENT . . . . .	20.2
FEDERAL GOVERNMENT . . . . .	23.6

6. In order to reach the goal of affordable, decent housing for everyone, it may be necessary to use tax money to upgrade existing housing that is below minimum health, decency, and safety standards. It also may be necessary to use tax money to make housing affordable for some people. Would you be willing to see your taxes increased so that this goal can be reached? Would you say that you:

I WOULD BE WILLING TO SEE TAXES INCREASED . . . . .	9.5
I WOULD BE WILLING TO SEE ONLY A VERY SMALL INCREASE IN TAXES . . . . .	30.7
I WOULD NOT BE WILLING TO SEE ANY INCREASE IN TAXES . . . . .	54.6
OTHER _____ Use what they have more efficiently	1.5
(write in) Other . . . . .	1.6
	1.1*
	1.3**

7. In general, do you think there is a shortage of decent, safe, affordable housing in the San Diego Region?

YES . . . . .	65.0
NO . . . . .	31.7
	2.0*
	1.4**

8. Do you think housing prices will:

GO UP AT THE SAME RATE AS THE LAST FIVE YEARS . . . . .	40.9
LEVEL OFF . . . . .	39.8
INCREASE AT A FASTER RATE . . . . .	14.3
COME DOWN . . . . .	2.6
	1.6*
	.9**

9. What is more important to you, having the type of housing you want, regardless of where it is located, or living in the community you want regardless of the type of housing that is available?

COMMUNITY IS MUCH MORE IMPORTANT THAN TYPE OF HOUSING. . . . .	18.2
COMMUNITY IS A LITTLE MORE IMPORTANT THAN TYPE OF HOUSING . . . . .	11.8
THE COMMUNITY AND TYPE OF HOUSING ARE EQUALLY IMPORTANT. . . . .	63.9
TYPE OF HOUSING IS A LITTLE MORE IMPORTANT THAN COMMUNITY . . . . .	3.1
TYPE OF HOUSING IS MUCH MORE IMPORTANT THAN COMMUNITY. . . . .	1.2
	.9*
	1.0**

\*Don't Know

\*\*No Answer

10. Would you be willing to see fewer single family dwellings built, and more multiple unit dwellings, like apartments and condominiums if it would make affordable housing more available?

YES .....	46.7
NO .....	51.6
	.7*
IF "YES" --	1.1**

- 10 a. Would you be willing to see more multiple unit dwellings in your community? Base = 475

YES .....	68.8
NO .....	30.5
	.4**

11. If tax money is spent to either build low rent housing, or to make existing housing affordable for low income people, should this "subsidized" housing be located in present low income areas, or should it be spread around in more or most of the Region's communities?

SHOULD BE LOCATED IN LOW INCOME AREAS	35.1
SHOULD BE SPREAD AROUND .....	62.5
	.5*
	2.0**

12. Would you be willing to see some of this "subsidized" housing located in your community?

YES .....	55.4
NO .....	38.5
OTHER .....	3.9
(write in)	.9*
	1.4**

### THE ENVIRONMENT

This goal includes:

- ..... Air that is clean enough so that it has no bad effect on peoples' health, on visibility, on plant life, on the weather or on materials like rubber that can deteriorate in polluted air.
- ..... Oceans, bays, lakes and rivers that are clean enough to swim in and that are clean enough for plants and animals to live in.
- ..... Plenty of clean water for personal, industrial, and agricultural uses.
- ..... Levels of noise in the community that are not unreasonably bothersome nor uncomfortable.

1. How important is this goal for the San Diego Region? Would you say that it is:

VERY IMPORTANT .....	75.6
SOMEWHAT IMPORTANT .....	22.5
NOT AT ALL IMPORTANT .....	.9
	.4*
	.5**

\*Don't Know

\*\*No Answer

2. How important is this goal for you and your family? Would you say that it is:

VERY IMPORTANT .....	67.6
SOMEWHAT IMPORTANT .....	27.9
NOT AT ALL IMPORTANT .....	3.3
	.3*
	.9**

3. If this goal were reached, how much effect would it have on you and the way you live?  
Would you say it would:

MAKE THINGS BETTER .....	76.4
MAKE THINGS WORSE .....	.8
WOULDN'T HAVE ANY EFFECT ...	21.1
	.7*
	1.0**

3 a. Why?

77  
78

4. Regardless of how desirable this goal is, do you think that this is a realistic goal  
for the San Diego Region? Do you think that:

THIS GOAL CAN BE REACHED .....	30.7	
ALMOST ALL OF THIS GOAL CAN BE REACHED ..	34.0	
ONLY PART OF THE GOAL CAN BE REACHED. ...	23.1	
THIS GOAL CANNOT BE REACHED .....	4.0	
AS FAR AS PRACTICAL, THIS GOAL HAS		1.1
ALREADY BEEN REACHED .....	5.9	1.1

End Card 2  
Start Card 3

4 a. Why?

5  
6

5. Do you think that the government should be involved in reaching this goal?

NO, GOVERNMENT <u>SHOULD NOT</u> BE INVOLVED ...	8.1
YES, GOVERNMENT <u>SHOULD</u> BE INVOLVED .....	89.4
	1.1*
Which government or governments should be involved?	1.5**

YOUR CITY OR LOCAL GOVERNMENT .....	24.8
A COMBINATION OF CITY OR LOCAL GOVERNMENTS	48.6
COUNTY GOVERNMENT .....	27.9
STATE GOVERNMENT .....	37.4
FEDERAL GOVERNMENT .....	36.5

6. How much concern do you have over the drought situation in California?

A GREAT DEAL .....	48.8
SOME .....	38.4
LITTLE OR NONE .....	10.8
	.6*
	1.4**

\*Don't Know

\*\*No Answer

7. In the past year have you changed your habits regarding water usage?

YES, I USE A GREAT DEAL LESS WATER . . . . .	36.9
YES, I USE SOMEWHAT LESS WATER. . . . .	51.7
I USE THE SAME AMOUNT OF WATER THAT I ALWAYS USED . . . . .	10.4
I USE A LITTLE MORE . . . . .	.2
I USE A LOT MORE . . . . .	0.0
	.1*
	7**

8. For which of the following purposes do you feel the use of water should be cut down?

SWIMMING POOLS . . . . .	60.5
ORNAMENTAL LANDSCAPING AND LAWNS . . . . .	36.6
COMMERCIAL AGRICULTURE . . . . .	7.4
HOUSE PLANTS . . . . .	12.0
RESIDENTIAL GARDENS . . . . .	14.7
FOUNTAINS . . . . .	53.3
LAUNDROMATS . . . . .	10.9
CAR WASHES AND OTHER BUSINESSES THAT USE WATER . . . . .	36.2
PERSONAL USE IN THE KITCHENS AND BATHROOMS OF THE REGION . . . . .	29.2
OTHER	Cut down on waste 2.7
	(write in) Other . . . . . 3.3
	None . . . . . 1.6
. . . . .	.4*
	9**

9. It is possible to treat waste water so that it can be used again for many of the same purposes that fresh water is used, except household use. In order to do this, special treatment plants may have to be built. Would you be willing to see your taxes increased for this purpose?

YES . . . . .	58.4
NO . . . . .	39.6
	.7*
. . . . .	1.3**

10. For which of the following purposes would you be willing to see this "reclaimed" waste water used?

PUBLIC PARK IRRIGATION . . . . .	72.4
ORNAMENTAL FOUNTAINS . . . . .	46.3
FREEWAY AND HIGHWAY LANDSCAPING . . . . .	66.3
INDUSTRIAL USES . . . . .	64.8
CAR WASHES . . . . .	51.0
GOLF COURSE IRRIGATION . . . . .	55.4
OTHER _____ Agriculture	1.9
(write in) Other . . . . .	2.4
	.1*
	1.2**

11. In order to reach the goal of having plenty of clean water for personal, industrial, and agricultural uses, is it more important for the Region to concentrate on the conservation and efficient use of the water we have, or on reclaiming waste water?

CONSERVATION AND EFFICIENT USE OF WATER IS MORE IMPORTANT. . . . .	25.1
RECLAIMING WASTE WATER IS MORE IMPORTANT . . . . .	8.8
BOTH ARE IMPORTANT . . . . .	64.6

\*Don't Know

\*\*No Answer



12. How would you rate the air quality in your community?

EXCELLENT.....	12.6
GOOD .....	52.2
FAIR .....	28.0
POOR .....	6.6
.....	.2*
.....	.6**

13. In the past few years has the air quality in your community improved, stayed the same, or become worse?

IMPROVED .....	2.4
STAYED THE SAME .....	44.6
BECAME WORSE .....	50.4
.....	1.7*
.....	.9**

14. What do you think causes air pollution in the San Diego Region?

Cars/Trucks/Buses .....	72.3	
Business/Industry .....	29.1	
Los Angeles/Drift from LA ....	21.9	18
Airplanes .....	9.4	19

15. Most air quality experts feel that the automobile is the biggest cause of air pollution. In order to reach the goal of clean air which of the following things would you be willing or able to do?

JOIN A CAR POOL.....	23.4
REDUCE THE NUMBER OF CAR TRIPS MADE. . .	52.8
USE PUBLIC TRANSIT .....	41.2
REDUCE THE NUMBER OF CARS OWNED .....	11.9
ACCEPT GASOLINE RATIONING.....	13.8
OTHER _____ Bicycles....	1.1
(write in) Other....	6.6
None/Nothing....	2.0
.....	.6*
.....	.9**

16. What do you think is the biggest noise problem in your community?

TRAFFIC.....	38.7
AIRPLANES.....	21.4
BARKING DOGS .....	20.5
TRUCKS .....	8.5
MOTORCYCLES.....	33.0
BUSES .....	3.0
PLAYGROUND NOISE .....	1.4
OTHER _____	5.3
(write in) None....	5.4
.....	.1*
.....	.8**

17. Should there be stricter regulations regarding the noise levels of any of these things?

TRAFFIC.....	25.4
AIRPLANES .....	27.6
BARKING DOGS .....	22.5
TRUCKS .....	14.9
MOTORCYCLES.....	51.3
BUSES .....	8.7
PLAYGROUND NOISE .....	2.8
OTHER _____	3.2
None/No ....	9.4
.....	3.1*

\*Don't Know

\*\*No Answer

18. Traffic on the freeways and roads causes noise that can be bothersome. The effect of this noise can be reduced by planting trees and shrubbery, and by building berms, or earth embankments which absorb the noise. Would you be willing to see your taxes increased to pay for a program to do this?

YES	26.9
NO	69.2
OTHER Use what they have	.9
more efficiently	
Other	1.1
	.9*
	1.1**

19. Lindberg Field, San Diego Region's airport, is located in the center of San Diego. While many people feel that this is a convenient location, there are others who feel that it should be relocated to a less populated area, because of the noise caused by the airplanes. How do you feel?

THE AIRPORT SHOULD REMAIN WHERE IT IS	67.9
THE AIRPORT SHOULD BE MOVED TO A LESS POPULATED AREA	28.9
	1.4*
	1.9**

20. How do you feel about the air traffic at Naval Air Station Miramar and at North Island Naval Air Station?

THE NOISE BOTHERS ME A GREAT DEAL	2.5
THE NOISE BOTHERS ME SOMEWHAT	11.2
THE NOISE DOESN'T BOTHER ME AT ALL	84.7
	.4*
	1.2**

### OPPORTUNITY FOR PERSONAL SUCCESS AND HAPPINESS

This goal includes:

- ..... An opportunity to have an education.
- ..... One person, one vote.
- ..... Affordable health care for everyone.
- ..... An opportunity to work.

1. How important is this goal for the San Diego Region? Would you say that it is:

VERY IMPORTANT	70.4
SOMEWHAT IMPORTANT	26.0
NOT AT ALL IMPORTANT	2.8
	.1*
	.6**

2. How important is this goal for you and your family? Would you say that it is:

VERY IMPORTANT	61.9
SOMEWHAT IMPORTANT	29.0
NOT AT ALL IMPORTANT	8.2
	.2*
	.8**

\*Don't Know

\*\*No Answer

3. If this goal were reached, how much effect would it have on you and the way you live?  
Would you say it would:

MAKE THINGS BETTER .....	58.6
MAKE THINGS WORSE .....	.8
WOULDN'T HAVE ANY EFFECT .....	38.3

3 a. Why?

.9\*  
1.4\*\*

32  
33

4. Regardless of how desirable this goal is, do you think that this is a realistic goal for the San Diego Region? Do you think that:

THIS GOAL CAN BE REACHED .....	28.0
ALMOST ALL OF THIS GOAL CAN BE REACHED ...	29.3
ONLY PART OF THE GOAL CAN BE REACHED .....	23.1
THIS GOAL CANNOT BE REACHED .....	4.3
AS FAR AS PRACTICAL, THIS GOAL HAS ALREADY BEEN REACHED .....	12.8

4 a. Why?

.8\*  
1.8\*\*

35  
36

5. Do you think that the government should be involved in reaching this goal?

NO, GOVERNMENT <u>SHOULD NOT</u> BE INVOLVED	18.1
YES, GOVERNMENT <u>SHOULD</u> BE INVOLVED	78.6

Which government or governments should be involved?

1.2\*  
2.2\*\*

YOUR CITY OR LOCAL GOVERNMENT .....	22.2
A COMBINATION OF CITY OR LOCAL GOVERNMENTS	41.7
COUNTY GOVERNMENT .....	21.6
STATE GOVERNMENT .....	34.3
FEDERAL GOVERNMENT .....	33.0

6. In order to have affordable health care for everyone, it will be necessary to raise taxes to pay for a health care system for those who cannot afford it. How much would you be willing to see your taxes increased to reach this goal?

A GREAT DEAL .....	3	4.2
SOME .....		31.7
LITTLE .....		27.6
NONE .....		31.8
OTHER .....		4.2

(write in)

.3\*  
1.8\*\*

\*Don't Know

\*\*No Answer

7. In order to give everyone an opportunity to have an education, which of the following things would you be willing to see done?

MORE CLASSES AVAILABLE AT NIGHT AND WEEKENDS . . . . .	47.7	
DAY CARE CENTERS SO MOTHERS CAN ATTEND SCHOOL . . . . .	22.2	
LOWERING ADMISSION STANDARDS SO HIGHER EDUCATION CAN BE AVAILABLE TO MORE PEOPLE . . . . .	18.8	
A TAX INCREASE TO PAY FOR MORE NIGHT AND WEEKEND CLASSES . . . . .	4.1	
A TAX INCREASE TO PAY FOR DAY CARE CENTERS . . . . .	4.3	
Use what they have more efficiently . . . . .	2.6	
OTHER Less "Frill" Classes . . . . .	2.8	
Opportunities are available for those who want it . . . . .	5.5	
Other . . . . .	7.2	1.3*
None . . . . .	5.1	3.9**

8. Would you like to see voter registration procedures changed so that it will be easier for more people to vote?

YES . . . . .	20.1
NO . . . . .	76.5
	.6*
	2.8**

If "YES" --

8 a. How?

N = 205

Mail Registration . . . 13.2

More understandable language on ballots . . . 8.3

12.2\*

22.9\*\*

42  
43

9. How do you feel about the amount of job discrimination based on age, sex, or race in the San Diego Region? Compared with 5 years ago, would you say that today there is more, less, or about the same amount in the Region today?

MORE . . . . .	11.3
LESS . . . . .	57.3
ABOUT THE SAME . . . . .	24.4
	4.9*
	2.2**

10. Do you feel that job discrimination based on age, sex or race is a problem in the Region today?

YES . . . . .	41.1
NO . . . . .	54.4
Mention of "Reverse Discrimination" problem . . .	6.0
	2.8*
	1.7**

\*Don't Know

\*\*No Answer



## GOVERNMENTAL STRUCTURE

This goal includes:

- . . . . . Necessary public services, like fire and police protection, provided by the governments in the Region.
- . . . . . Coordination of all San Diego Region governments so that there isn't any unnecessary duplication of services.
- . . . . . Governments which respond to the peoples' needs.

1. How important is this goal for the San Diego Region? Would you say that it is:

VERY IMPORTANT . . . . .	71.8
SOMEWHAT IMPORTANT . . . . .	25.0
NOT AT ALL IMPORTANT . . . . .	1.7
	1.5**

2. How important is this goal for you and your family? Would you say that it is:

VERY IMPORTANT . . . . .	61.4
SOMEWHAT IMPORTANT . . . . .	33.0
NOT AT ALL IMPORTANT . . . . .	3.6
	.4*
	1.6**

3. If this goal were reached, how much effect would it have on you and the way you live?  
Would you say it would:

MAKE THINGS BETTER . . . . .	73.9
MAKE THINGS WORSE . . . . .	.8
WOULDN'T HAVE ANY EFFECT . . . . .	23.2

3 a. Why?

49  
50

4. Regardless of how desirable this goal is, do you think that this is a realistic goal for the San Diego Region? Do you think that:

THIS GOAL CAN BE REACHED. . . . .	36.4
ALMOST ALL OF THIS GOAL CAN BE REACHED. . . . .	26.8
ONLY PART OF THE GOAL CAN BE REACHED. . . . .	19.4
THIS GOAL CANNOT BE REACHED . . . . .	6.7
AS FAR AS PRACTICAL, THIS GOAL HAS ALREADY BEEN REACHED . . . . .	7.3

4 a. Why?

1.4\*  
2.2\*\*

\*Don't Know

\*\*No Answer

5. Do you think that the government should be involved in reaching this goal?

NO, GOVERNMENT SHOULD NOT BE INVOLVED . . . . .	7.3
YES, GOVERNMENT <u>SHOULD</u> BE INVOLVED . . . . .	89.2
	.8*
Which government or governments should be involved?	2.8**

YOUR CITY OR LOCAL GOVERNMENT . . . . .	32.9
A COMBINATION OF CITY OR LOCAL GOVERNMENTS. . .	60.4
COUNTY GOVERNMENT . . . . .	32.2
STATE GOVERNMENT . . . . .	28.0
FEDERAL GOVERNMENT . . . . .	21.3

6. How do you feel about your local government? Do they do a good, average or poor job of providing necessary services?

GOOD . . . . .	25.8
AVERAGE . . . . .	60.4
POOR . . . . .	11.8
	.5*
	1.5**

7. Do you feel that, in general, your local government listens to the people and acts according to their wishes?

YES . . . . .	41.7
NO . . . . .	53.2
	2.2*
	2.8**

8. How do you feel about government provided services like fire and police protection, health services, garbage pick up, and street maintenance? In general, should each local and city government continue to provide them, or should they be provided by a single regional government?

EACH LOCAL AND CITY GOVERNMENT SHOULD CONTINUE TO PROVIDE SERVICES . . . . .	61.6
ONE REGIONAL GOVERNMENT SHOULD PROVIDE SERVICES . . . . .	8.8
SOME SERVICES SHOULD BE PROVIDED BY BOTH . . . . .	26.5
	.9*
	2.1**

9. Some local governments have a citizens advisory council that meets with elected officials in order to help the government be responsive to the needs of the people. How much time would you be willing or able to spend serving on such a council?

A GREAT DEAL . . . . .	13.4
SOME . . . . .	43.6
A LITTLE . . . . .	18.8
NONE . . . . .	22.5
	1.8**

\*Don't Know

\*\*No Answer

10. In order to solve the problems of the San Diego Region in the best way possible, which of the following would you like to see?

EXISTING LOCAL GOVERNMENTS WORKING MORE CLOSELY TOGETHER . . . . .	67.5
A NEW SINGLE REGIONAL GOVERNMENT WHICH WOULD REPLACE EXISTING LOCAL AND COUNTY GOVERNMENT . . . . .	10.4
MORE GOVERNMENT INVOLVEMENT FROM THE STATE LEVEL . . . . .	8.3
LESS GOVERNMENT INVOLVEMENT FROM THE STATE LEVEL . . . . .	9.3
MORE GOVERNMENT INVOLVEMENT FROM THE FEDERAL LEVEL . . . . .	5.1
LESS GOVERNMENT INVOLVEMENT FROM THE FEDERAL LEVEL . . . . .	13.4
MORE GOVERNMENT INVOLVEMENT FROM THE LOCAL LEVEL . . . . .	15.4
LESS GOVERNMENT INVOLVEMENT FROM THE LOCAL LEVEL . . . . .	1.9
MORE GOVERNMENT INVOLVEMENT FROM THE COUNTY . . . . .	10.8
LESS GOVERNMENT INVOLVEMENT FROM THE COUNTY . . . . .	3.2
THE SYSTEM SHOULD CONTINUE AS IT IS WITH NO CHANGES . . . . .	3.5
OTHER _____	2.8
(write in)	1.5*
	3.3**

### ENERGY

This goal includes:

- . . . . Careful and wise use of energy.
- . . . . Development of additional energy sources.

1. How important is this goal for the San Diego Region? Would you say that it is:

VERY IMPORTANT . . . . .	78.0
SOMEWHAT IMPORTANT . . . . .	19.6
NOT AT ALL IMPORTANT . . . . .	.7
	1.7**

2. How important is this goal for you and your family? Would you say that it is:

VERY IMPORTANT . . . . .	65.8
SOMEWHAT IMPORTANT . . . . .	30.6
NOT AT ALL IMPORTANT . . . . .	1.9
	1.7**

3. If this goal were reached, how much effect would it have on you and the way you live? Would you say it would:

MAKE THINGS BETTER . . . . .	72.3
MAKE THINGS WORSE . . . . .	1.3
WOULDN'T HAVE ANY EFFECT . . . . .	23.5

3 a. Why?

\*Don't Know  
\*\*No Answer

4. Regardless of how desirable this goal is, do you think that this is a realistic goal for the San Diego Region? Do you think that:

THIS GOAL CAN BE REACHED .....	39.8
ALMOST ALL OF THIS GOAL CAN BE REACHED .....	29.2
ONLY PART OF THE GOAL CAN BE REACHED .....	20.1
THIS GOAL CANNOT BE REACHED .....	3.7
AS FAR AS PRACTICAL, THIS GOAL HAS ALREADY BEEN REACHED .....	3.7

4 a. Why?

1.2\*  
2.3\*\*

67  
68

5. Do you think that the government should be involved in reaching this goal?

NO, GOVERNMENT <u>SHOULD NOT</u> BE INVOLVED .....	9.3
YES, GOVERNMENT <u>SHOULD</u> BE INVOLVED .....	86.7

Which government or governments should be involved?

1.4\*  
2.5\*\*

YOUR CITY OR LOCAL GOVERNMENT .....	22.2
A COMBINATION OF CITY OR LOCAL GOVERNMENTS. . .	41.1
COUNTY GOVERNMENT .....	24.5
STATE GOVERNMENT .....	39.5
FEDERAL GOVERNMENT .....	50.1

6. Based on population growth projections for the San Diego Region, additional sources of electrical power need to be developed so that the future electrical needs of the San Diego Region can be met. Would you prefer to see these power needs met by building more nuclear power plants or more conventional power plants?

MORE NUCLEAR POWER PLANTS .....	30.3
MORE CONVENTIONAL POWER PLANTS .....	16.4
BOTH SHOULD BE BUILT .....	22.9
NEITHER SHOULD BE BUILT -- OTHER SOURCES SHOULD BE DEVELOPED .....	20.4
WE SHOULDN'T INCREASE OUR ENERGY USE .....	2.8
OTHER <u>Alternate energy sources</u> .....	6.2
(write in) Other .....	.6

2.0\*  
2.2\*\*

7. If more nuclear power plants were built, would you be willing to see them located in Southern California?

YES .....	58.6
NO .....	37.4

1.7\*  
2.2\*\*

8. From the standpoint of saving and conserving energy, how important do you feel it is to conserve gasoline?

VERY IMPORTANT .....	63.3
SOMEWHAT IMPORTANT .....	32.4
NOT AT ALL IMPORTANT .....	2.7

.1\*  
1.6\*\*

\*Don't Know

\*\*No Answer



9. In order to conserve gasoline, which of the following things would you be willing or able to do:

JOIN A CAR POOL .....	24.4
REDUCE THE NUMBER OF CAR TRIPS MADE .....	53.8
USE PUBLIC TRANSPORTATION .....	40.9
REDUCE THE NUMBER OF CARS OWNED .....	10.8
DRIVE CARS THAT GET BETTER GAS MILEAGE .....	46.4
RATION GASOLINE .....	12.9
PAY HIGHER TAXES ON GASOLINE .....	4.9
OTHER .....	4.1
(write in)	None .... .4
	.1*
.....	1.3**

10. Some people feel that the cost of insulating a house is too high compared with the amount of energy saved. Others feel that over a period of years the energy saved does pay for the cost of insulation. How do you feel?

COST OF INSULATING A HOUSE IS TOO HIGH	
COMPARED WITH AMOUNT OF ENERGY SAVED .....	25.4
ENERGY SAVED DOES PAY FOR COST OF INSULATION ...	69.3
	3.4*
.....	1.9**

11. There has been some talk about drilling for oil off the San Diego Coast. Some people feel that this offshore drilling would be a good idea because it would provide more oil and create jobs in the San Diego Region. Other people feel that while this oil might be valuable, offshore oil drilling would be a bad idea because it would spoil the beauty of the coastline, hurt air quality and could be dangerous to marine life. How do you feel? Would you say:

OFFSHORE DRILLING WOULD BE A GOOD IDEA .....	48.4
OFFSHORE DRILLING WOULD BE A BAD IDEA .....	43.2
If done carefully/in moderation	5.0
OTHER .....	Other .... .4
(write in)	2.8*
	2.0**

End Card 3  
Start Card 4

\*Don't Know  
\*\*No Answer

#### SECTION FOUR:

In this section, we would like you to look at the nine cards again. Take the cards and put them in order of priority for the San Diego Region, from the most important goal to the least important goal. This time, as you sort through the cards, consider the trade-offs involved in achieving the goals, how hard it would be to achieve the goals and how much it might cost to achieve the goals. This is what most governments do when they decide which goals should have the most priority. As before, write a number "1" next to the most important goal; a number "2" next to the second most important goal; a number "3" next to the third most important goal and so on.

- The goal, PUBLIC SAFETY, is the number 1 goal. 5-
- The goal, GROWTH AND ECONOMY, is the number 3 goal. 6-
- The goal, PHYSICAL APPEARANCE OF THE REGION, is the number 9 goal. 7-
- The goal, TRANSPORTATION, is the number 8 goal. 8-
- The goal, HOUSING, is the number 6 goal. 9-
- The goal, THE ENVIRONMENT, is the number 4 goal. 10-
- The goal, GOVERNMENTAL STRUCTURE, is the number 5 goal. 11-
- The goal, ENERGY, is the number 2 goal. 12-
- The goal, OPPORTUNITY FOR PERSONAL SUCCESS AND HAPPINESS,  
is the number 7 goal. 13-

## SECTION FIVE:

Now we would like to ask some questions about you and your family. Since we need information about both men and women who live in the San Diego Region, we have some questions about both the male and female heads of household. The male head of household is the husband, or father, or oldest adult male. The female head of household is the wife, or mother, or oldest female adult.

1. Who filled out this questionnaire?

THE MALE HEAD OF HOUSEHOLD . . . . .	38.6
THE FEMALE HEAD OF HOUSEHOLD . . . . .	38.6
WORKED TOGETHER . . . . .	22.2
Other Family Member . .	.4
Refused/No Answer . . . .	.3

2. Are you:

MARRIED . . . . .	78.5
SINGLE (NEVER MARRIED) . . . . .	7.4
WIDOWED . . . . .	5.9
DIVORCED . . . . .	5.2
SEPARATED . . . . .	2.5
	.6**

3. How long have you and your family most recently lived in this area?

SINCE BIRTH OF THE MALE OR FEMALE HEAD OF HOUSEHOLD . . . . .	12.1
LESS THAN ONE YEAR, WITH YOUR PREVIOUS RESIDENCE ELSEWHERE IN SAN DIEGO COUNTY . . . . .	3.2
LESS THAN ONE YEAR, WITH YOUR PREVIOUS RESIDENCE OUTSIDE OF SAN DIEGO COUNTY . . . . .	2.6
ONE TO FIVE YEARS, WITH YOUR PREVIOUS RESIDENCE ELSEWHERE IN SAN DIEGO COUNTY . . . . .	7.8
ONE TO FIVE YEARS, WITH YOUR PREVIOUS RESIDENCE OUTSIDE OF SAN DIEGO COUNTY . . . . .	13.1
SIX TO 14 YEARS, WITH YOUR PREVIOUS RESIDENCE ELSEWHERE IN SAN DIEGO COUNTY . . . . .	9.9
SIX TO 14 YEARS, WITH YOUR PREVIOUS RESIDENCE OUTSIDE OF SAN DIEGO COUNTY . . . . .	13.5
15 OR MORE YEARS, WITH YOUR PREVIOUS RESIDENCE ELSEWHERE IN SAN DIEGO COUNTY . . . . .	14.9
15 OR MORE YEARS, WITH YOUR PREVIOUS RESIDENCE OUTSIDE OF SAN DIEGO COUNTY . . . . .	21.4
	1.7**

\*Don't Know

\*\*No Answer

4. Which of the following best describes your residence or home?

Owned by you or someone in your household		Rented or leased	
HOUSE .....	72.1	HOUSE .....	11.3
CONDOMINIUM .....	2.1	CONDOMINIUM .....	.1
COOPERATIVE APARTMENT .....	.4	COOPERATIVE APARTMENT .....	7.1
MOBILE HOME .....	2.6	MOBILE HOME .....	0.0
OTHER Duplex .....	.9	OTHER Duplex .....	1.1
(write in)		(write in)	2.3**

5. How many cars are owned or leased by members of your household? \_\_\_\_\_ 19  
(write in)

6. What is the total number of people living in your household, including yourself? \_\_\_\_\_ 20  
(write in number)

7. How many members are in each of the following groups, including yourself?  
If none, please write in "0".

MALE ADULTS, 18 YEARS OR OLDER, EMPLOYED OUTSIDE THE HOME .....	_____ 21
MALE ADULTS, 18 YEARS OR OLDER, NOT EMPLOYED OUTSIDE THE HOME .....	_____ 22
FEMALE ADULTS, 18 YEARS OR OLDER, EMPLOYED OUTSIDE THE HOME .....	_____ 23
FEMALE ADULTS, 18 YEARS OR OLDER, NOT EMPLOYED OUTSIDE THE HOME .....	_____ 24
MALES, UNDER 18 YEARS OF AGE .....	_____ 25
FEMALES, UNDER 18 YEARS OF AGE .....	_____ 26

8. How many children in your household attend public schools? \_\_\_\_\_ 27  
(write in number)

9. What is the age of the male head of household, and the age of the female head of household?

AGE OF MALE HEAD OF HOUSEHOLD		AGE OF FEMALE HEAD OF HOUSEHOLD	
UNDER 25 .....	3.4	UNDER 25 .....	5.9
25 to 29 .....	9.2	25 to 29 .....	12.0
30 to 34 .....	11.3	30 to 34 .....	11.7
35 to 39 .....	8.3	35 to 39 .....	8.0
40 to 44 .....	8.1	40 to 44 .....	7.5
45 to 49 .....	6.7	45 to 49 .....	8.0
50 to 54 .....	9.1	50 to 54 .....	8.2
55 to 59 .....	9.1	55 to 59 .....	11.3
60 to 64 .....	9.2	60 to 64 .....	7.6
65 AND OVER .....	13.1	65 AND OVER .....	10.4
NO MALE HEAD OF HOUSEHOLD .....	11.4	NO FEMALE HEAD OF HOUSEHOLD .....	6.8
	1.0**		2.9**
Mean ...	47.0	Mean ...	45.0
Median ...	47.0	Median ...	45.1

\*Don't Know

\*\*No Answer



10. What is the highest level of education completed by the male head of household and by the female head of household?

EDUCATION OF MALE HEAD OF HOUSEHOLD		EDUCATION OF FEMALE HEAD OF HOUSEHOLD	
6th grade or less . . . . .	1.0	6th grade or less . . . . .	.5
7th or 8th grade . . . . .	1.8	7th or 8th grade . . . . .	2.1
9th grade . . . . .	1.9	9th grade . . . . .	2.0
10th or 11th grade . . . . .	5.6	10th or 11th grade . . . . .	5.6
12th grade . . . . .	17.6	12th grade . . . . .	29.2
TRADE SCHOOL . . . . .	7.4	TRADE SCHOOL . . . . .	4.8
1 to 3 YEARS OF COLLEGE . . . . .	28.1	1 to 3 YEARS OF COLLEGE . . . . .	30.9
COLLEGE GRADUATE (B.A.) . . . . .	8.6	COLLEGE GRADUATE (B.A.) . . . . .	6.9
SOME GRADUATE STUDY . . . . .	6.9	SOME GRADUATE STUDY . . . . .	4.6
GRADUATE DEGREE . . . . .	9.2	GRADUATE DEGREE . . . . .	4.4
NO MALE HEAD OF HOUSEHOLD	11.4	NO FEMALE HEAD OF HOUSEHOLD	6.8
	.6**		2.3**

11. What is the occupation of the male head of household, and the female head of household?

OCCUPATION OF MALE HEAD OF HOUSEHOLD		OCCUPATION OF FEMALE HEAD OF HOUSEHOLD	
PROFESSIONAL AND TECHNICAL . . . . .	23.5	PROFESSIONAL AND TECHNICAL . . . . .	11.0
MANAGER/ADMINISTRATOR . . . . .	8.9	MANAGER/ADMINISTRATOR . . . . .	3.8
SALES WORKER . . . . .	3.4	SALES WORKER . . . . .	3.1
CLERICAL WORKER . . . . .	1.1	CLERICAL WORKER . . . . .	8.3
CRAFTSMAN/FOREMAN . . . . .	10.2	CRAFTSMAN/FOREMAN . . . . .	.5
OPERATIVE WORKER . . . . .	2.7	OPERATIVE WORKER . . . . .	1.2
LABORER . . . . .	4.4	LABORER . . . . .	1.4
FARMER/FARM MANAGER . . . . .	.1	FARMER/FARM MANAGER . . . . .	0
FARM LABORER . . . . .	0.0	FARM LABORER . . . . .	0
SERVICE WORKER . . . . .	4.1	SERVICE WORKER . . . . .	3.5
UNEMPLOYED . . . . .	1.6	UNEMPLOYED . . . . .	1.9
NOT IN LABOR FORCE . . . . .	.5	NOT IN LABOR FORCE . . . . .	1.1
STUDENT . . . . .	1.4	STUDENT . . . . .	2.6
HOUSEWIFE . . . . .	0	HOUSEWIFE . . . . .	41.0
RETIRED . . . . .	21.1	RETIRED . . . . .	11.0
OTHER . . . . .	1.1	OTHER . . . . .	.2
NO MALE HEAD OF HOUSEHOLD . . . . .	11.4	NO FEMALE HEAD OF HOUSEHOLD . . . . .	6.8
Military . . . . .	2.5	Self Employed . . . . .	.4 2.3**
Self Employed . . . . .	.7 1.2**		

12. We don't care about your exact income, but we would like you to indicate below the category into which your total household income (before taxes) falls. Please include your income and that of all other household members over 16 years of age, from all sources, including social security, wages, bonuses, welfare assistance, profits, dividends, rents, interest, etc.

LESS THAN \$ 3,000 . . . . .	2.6
\$ 3,000 TO \$ 4,999 . . . . .	5.4
\$ 5,000 TO \$ 6,999 . . . . .	5.4
\$ 7,000 TO \$ 9,999 . . . . .	9.1
\$10,000 TO \$14,999 . . . . .	18.7
\$15,000 TO \$19,999 . . . . .	20.4
\$20,000 TO \$24,999 . . . . .	14.6
\$25,000 TO \$29,999 . . . . .	7.7
\$30,000 TO \$34,999 . . . . .	4.8
\$35,000 TO \$39,999 . . . . .	1.5
OVER \$40,000 . . . . .	4.3

5.5\*\*

\*Don't Know

\*\*No Answer

13. What is the racial or ethnic origin of the male head of household and the female head of household?

<u>MALE HEAD OF HOUSEHOLD</u>		<u>FEMALE HEAD OF HOUSEHOLD</u>	
WHITE/CAUCASIAN . . . . .	75.7	WHITE/CAUCASIAN . . . . .	78.0
BLACK . . . . .	3.4	BLACK . . . . .	4.1
LATINO/CHICANO . . . . .	6.9	LATINO/CHICANO . . . . .	6.3
AMERICAN INDIAN . . . . .	.5	AMERICAN INDIAN . . . . .	.6
FILIPINO . . . . .	1.1	FILIPINO . . . . .	1.0
JAPANESE . . . . .	.2	JAPANESE . . . . .	.5
CHINESE . . . . .	.1	CHINESE . . . . .	.3
OTHER PACIFIC ASIAN . . .	.1	OTHER PACIFIC ASIAN . . .	.2
OTHER _____		OTHER _____	
NO MALE HEAD OF HOUSEHOLD	11.4	NO FEMALE HEAD OF HOUSEHOLD	6.8
	.6**		2.2**

14. One last question: Do you recall reading or hearing anything about this survey before you were contacted?

YES . . . . . 6.5  
 NO . . . . . 93.2  
 .3\*\*

IF YES:

14.a. Where did you hear about it? \_\_\_\_\_  
 (write in)

Base = 66  
 Newspaper . . . . 48.5  
 Friend/Relative . . . . 18.2

We would like to have your name and phone number so that we can contact you if we have questions about any of your responses. Again, we emphasize that your name and telephone number will be kept strictly confidential.

NAME \_\_\_\_\_

TELEPHONE \_\_\_\_\_

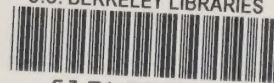
THANK YOU again for your thoughtful responses.

\*Don't Know

\*\*No Answer



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